

# GREAT LAKES TECHNOCRAT

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# *Instinct for Survival*

A Small Businessman Views The Price System

By Samuel Kaplan, 11236-1

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In 1939 there were 3,300,000 'private' enterprises in the U. S. Over 1,500,000 of them did not employ even one person; and another 1,200,000 employed an average of only two persons each. Most of these 2,700,000 'private' enterprises had in the words of the Department of Commerce a 'below subsistence level' of less than \$1,000 a year net profit. The Department reports further: 'Of the Nation's 184,000 factories in the prewar year of 1939, the 15 percent which were largest produced 79 percent of America's industrial output.'

At the end of 1945 there were 3,234,800 'private' enterprises. Just 398,000 of them, or about 12 percent, furnished two-thirds of all the jobs in 1945; and it required the other 2,836,000 firms, or about 88 percent, to employ the other one-third wage earners. Now, the point of this is that if small business is the very essence of our economy, as the popular myth goes, then why not reap its full essence, and permit all wage earners to enjoy its blessings. It's a mere matter of liquidating the 398,000 large enterprises and tripling the 2,836,000 small ones. Total net result: 8,508,000 glorious, rugged, independent, competitive small businesses, chock full of the very essence of 'private' enterprise.

Ye Gods! What a prospect! There would be a cockroach capitalist on every corner. No! We're against it! How could any honestly conniving 'private' enterpriser do any high-class conniving under such conditions. Why, man, with so many picayunish 'private' enterprises around, there wouldn't be any privacy left for any privateer to pursue his 'private' privilege to prostitute the General Welfare in the putrid privy of private profit. It would be an economy of Peeping Toms. No, sir, we're against it.

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## *Private—Keep Out*

If we are to discuss Private Enterprise, we must first determine what it is and what its function is in our economy. First, let us examine the designation: 'Private.' The dictionary states as follows: 'Of or concerning an individual person, company or interest; personal; not public.' That establishes the fact that privacy refers to an individual and the interests of minority groups. Where the public interest is involved, the term is at once modified. It then becomes a matter of association. What is shared is no longer private in the accepted meaning and usage of the term.

Second, let us examine the definition of 'enterprise.' Again, in the sense of private enterprise, the mean-

ing is stated as follows: 'Something undertaken, attempted; a plan, undertaking, project, scheme, etc.' Therefore, in combination, the two mean an individual or minority group undertaking or venture. Next, it is well to take up the matter of the function of private enterprise. In simple terms, it means to serve in a certain manner to produce certain results. Within our meaning, then, a private enterpriser performs a service in the expectation that he will be rewarded for his efforts. This reward, theoretically at least, is in accordance with the ability, knowledge, and work performed by the enterpriser. In practice, it is whatever the group or individual can grab out of the flow lines of industry as they pass through his 'private' spot in the channels of trade.



Having now established the general nature of private enterprise, we can, for the sake of clarity, divide it into two main divisions: Small Enterprise and Large Enterprise. Let us now examine these two. Obviously, a new set of facts arises. First, we can state that Small Enterprise does not have access to the financing that lies within the province of Large Enterprise. Therefore, Small Enterprise cannot, because of this limitation, successfully compete with Large Enterprise. Of course, there are some exceptions. This establishes the fact that Large Enterprise can and does have, actually or potentially, greater survival value than Small Enterprise.

If we now accept the preferential status of Large Enterprise within our economy, we inevitably arrive at the conclusion that Small Enterprise is being increasingly relegated to the doghouse of a minor status. This being the case, then the question arises: What, if any, future is there for Small Enterprise?

### *Big Hog—Small Trough*

To answer this question, it is necessary only to refer to the growing power of Large Enterprise. Our economy has definite limits for expansion. The rise of Large Enterprise must and inevitably does replace Small Enterprise. This means that opportunities for the would-be Small Enterpriser become more limited as the trend proceeds. If the trend is uninterrupted, as it apparently cannot be, Small Enterprise must eventually disappear. Thus, we can see the profound and far-reaching effects of Large Enterprise upon our economy. Not only do we have ever mounting unemployment among wage and salary workers, with intensive improvement of technological processes, but we are faced as well with the elimination of Small Enter-

prise which forms the bulk of the middle class. Economists agree that the elimination of this class or group as factors in Enterprise swells the far greater group of unemployed workers. Authoritative sources state that if our economy were operated on a full-load basis with a maximum of technology, only 20,000,000 persons are needed to supply all our needs.

This establishes another important effect upon our economy. We have seen that the rise of Large Enterprise and its ever increasing power is responsible for the precarious position of Small Enterprise and possibly its eventual elimination. We have also seen that the elimination of this group from within our economy swells the ranks of the unemployed. Inasmuch as most adults within our economy need to be engaged as wage or salary workers, or as Small Enterprisers, in order to obtain purchasing power, it follows that their disassociation from gainful activities destroys their purchasing power. This, in turn, affects the operation and well-being of Large Enterprise. It cannot exist without purchasing power. No amount of reorganization or refinancing can cure such a condition, because the result is market saturation, artificial it is true, but saturation nonetheless. It is not possible to sell to those who cannot buy.

It is perhaps permissible to mention here that among the prime forces set in motion by Large Enterprise, resulting in market saturation, is the ever-accelerating volume of production resulting from an ever-increasing and more efficient technology. Our dilemma has not only one horn but several. We can safely state that Large Enterprise, in destroying Small Enterprise, at the same time and in almost exact ratio, destroys itself. Large Enterprise, in large measure, feeds upon



Small Enterprise because the latter provides purchasing power not only within itself but to a large group who depend upon it for subsistence.

From the small businessman's point of view, large scale operation creates overall social inefficiency through the destruction of small operators and the ever-increasing volume of unemployment. The impact of such large scale efficiency is disastrous to the economy as a whole. Ten Small Enterprisers, doing a small volume, are each of greater benefit to the Price System than one Large Enterprise having a much greater volume, because the efforts of the Small Enterprisers benefit a much larger area in creating purchasing power than can Large Enterprise which must, by the very nature of its operation, destroy it.

The foregoing should not be construed as an attack upon the entity known as Large Enterprise. That form of organization is not a cause of Price System phenomena but a logical result of its operating rules. It rises out of the competitive system which can function and grow in no other manner than by an ever greater encroachment upon the sphere which we are pleased to consider as belonging to Small Enterprise. Let us analyze the effect that Large Enterprise has upon our production and distribution of goods and services.

### *One Way Street*

In order to accomplish this purpose, we must trace several factors within productive and distributive services which fuse into what we see as basic trends. In both fields the necessities of our competitive system compels the continuous search for lower cost methods of operation. These form themselves into three main avenues. First, raw materials, second, labor, and third,

distribution. It is well at this point to take into account the matter of mechanization in raw material production. The same factors apply here as at the point where raw materials are put into process of manufacture, and result from the necessity for easing the pressure from competitive low cost operations.

Labor cost has always tended to balance itself around subsistence levels. Mechanization, while increasing the output and lowering the cost per unit, does not increase the labor force but tends to decrease it. The direct result, therefore, is to bring about a decrease in purchasing power. Lower cost per unit of production at first broadens the market for goods, then actually narrows it. Obsolescence, export and government handouts to the jobless can no longer take up the surplus.

Mechanization in production, formerly limited to Large Scale Enterprise, has since the early thirties become available to small units because machinery and secondary movers have become progressively smaller. By so much has Small Enterprise set in motion an opposing force to the increasing encroachment of large scale enterprise. However, because the latter has access to an almost unlimited capital market, the former is invariably drawn into the orbit of the larger units and the basic trend again restored.

The identical factors operate within distribution. Transportation and communication are agents of distribution and can properly be grouped with it. Any mechanical, electrical and chemical improvement applied to the movement of products narrows operational motion and time. These factors tend to reduce cost per unit handled and the inevitable result is reduction in manpower needed. Thus can be seen the continually narrowing unidirectional trend from all points of



the economic compass toward destruction of purchasing power.

The question arises then: In view of the physical trends which are undoubtedly within the knowledge of Large Enterprise, why are such trends permitted to operate? The simple answer to this question is that under the unavoidable rules of the Price System, neither Small nor Large Enterprise can control the necessity for continual expansion. In this the Price System is akin to the law of energy. It is unidirectional and irreversible. After technology has arrived upon the scene, economic enterprise either continues to expand or it disintegrates. When it stops, it dies. When applied to individual units of Small or Large Enterprise, this process is in many cases barely noticeable. But, when the whole of the economy is affected, disintegration is rapid and therefore clearly perceptible. The end result is disastrous.

### *Consolidate The Rackets*

In such case, there remains only one road for Large Enterprise to follow. That road is crystallization of all economic activities. This is expressed by the political term known as Fascism. Fascism, however, is in no better position than its predecessor, competitive enterprise. The trends that compel the Price System to adopt the fascist form of economic operation still continue unabated. The destruction of purchasing power by technology has made market saturation a chronic condition.

It is well to repeat here that neither obsolescence nor exports can remedy this condition. The most important factor in disposal of surplus, export, is limited by world competition. We can see from the phenomena that brought on the second world war that

world markets can be saturated as well as domestic markets. Goods of all descriptions cease to flow, warehouses become jammed, production ceases, wages, salaries, and profits fall off, purchasing power disappears and our Price System method of operation comes to a halt. Expansion, so necessary for economic health, must continue under fascism as before it had to continue under competitive enterprise. When expansion stops, the economy dies, whether it is a laissez-faire capitalism or a fascist authoritarianism.

The phenomena we have observed are not the result of evil or good intentions. Nor has optimism or pessimism any effect upon the trends. The behavior of mankind results directly from environmental conditioning. Socio-economic activities follow the pattern set by the environment. There are no solutions to the problems posed by a disintegrating economy. Not even the proposal to decentralize industry can halt the steady degeneration of our competitive system. This will not restore Small Enterprise. Decentralization under the aegis of Large Enterprise can only lead to more complete centralization.

Physical trends are unidirectional and not reversible. Their evolution can be traced as distinct patterns which always move in one direction. All trends fuse into ever greater periods of market saturation, the end product being always mass unemployment on an ever-increasing scale. The twin devils of inflation and deflation neither kill nor cure the ills inherent in our economy. Saturation and unemployment, reaching beyond the limits of tolerance, can break down not only Large Enterprise but what will be left of Small Enterprise. Government, being the creature of both, expires with them.



## *Sink or Swim*

We are not following an historical pattern. There are no precedents to guide us. Many previous cultures have fallen but from other causes. Underneath their rise and fall, the same old Price System of trade and commerce has continued on, essentially unchanged, for ages. That was in the era B.T., or Before Technology. All past cultures were of a handicraft-agrarian nature. They were rooted in the soil and therefore the Price System could manage to survive social upheavals. Now, physical conditions are different.

We, in North America, have become dependent upon technology. The fact that our economy has reached the greatest magnitude in history does not exempt us from the iron necessity to adapt or perish; to function or cease to exist. Technology is complex, interdependent and tenuous. It is easily destroyed. The collapse of our economy can well destroy all civilization and bring about a quick reversion to barbarism. What we are faced with is no longer a genteel sort of social revolution. It is nothing less than a social mutation, a major social change.

We will have to choose between the Price System and technology. There will be no middle ground. The physical forces operating in modern society are antithetical. One or the other must prevail. If we choose to do nothing about it, we are voting for reversion to the dark ages. If the Price System is to be revalidated, it must abolish technology and go back to conditions of natural scarcity. That is the only way. For, the entire structure of price, exchange, value, trade, commerce and all their concomitant social institutions, is based on scarcity. Technology is abolishing scarcity. Ergo, technology must either be de-

stroyed to remove the menace of abundance, or set free to produce and distribute that abundance.

Mankind is highly adaptable and has survived many previous changes. Now, he is less prepared than ever before in his entire history. His divorce from the land, his concentration in cities, his dependence on technology, and his false social orientation have all tended to dull his adaptability and his instinct for survival. The rest of the world can still operate under the Price System because it has not yet attained a stage of technological development that invalidates it. The North American Continent has reached that stage—and long since. We have been muddling around and evading the issue for almost a generation. The pressure grows steadily greater. One-fifth of the earth's surface is ready for a higher form of civilization, now. Shall we be denied our birthright? Shall we lead the parade of counter-revolution back to the dark ages? Or shall we unite, operate and prosper by converting Private Enterprise into Public Enterprise?

There will be only these two choices, Mr. American; only two answers. In the name of all that is dear to you, you had better study the problem and pick the right answer. If you have any instinct for survival left, it is high time to sharpen it to a razor edge. You will be needing it badly one of these days.

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## *Could Be Bigger*

The U. S. Government is the nation's biggest holding company, controlling 36 Federal corporations with over \$16,000,000,000 of assets. (*U. S. News*, May 24, 1946)

\* \* \*

'Happiness is the fulfillment of function.' G. T. W. Patrick, University of Iowa Professor.



# Moronia Forever

Ceiling Zero

By L. W. Nicholson, R. D. 8234

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'That owl up there,'  
Said the man in the chair,  
'Is stuffed all wrong I do declare.  
See the feet—wrong size!  
Wrong feathers, wrong eyes.'  
And the barber kept on shaving.

\* \* \*

And, then, when the man in the chair got through,  
The owl hopped off its perch and it flew,—  
And the barber kept on shaving.

(James Thomas Fields, early American poet, 1816-1881.)

---

Moron: 'Say, Bub, what's that pin  
you are wearing?'

Technocrat: 'It's a monad, a symbol  
of balance, worn by members of an  
Organization called Technocracy.'

Moron: 'What's Technocracy?'

Tech: 'It's a non-profit, non-political,  
non-sectarian, educational Organi-  
zation.'

Moron: 'What kind of education?'

Tech: 'Technocracy Inc. disseminates  
factual information concerning the  
imminent collapse of the Price Sys-  
tem method of—.'

Moron (interrupting): 'Well, what  
are you going to do after it col-  
lapses?'

Tech: 'We must install a method of  
social operation which is capable  
of distributing an abundance. It  
will have to be done without price.'

Moron: 'You mean we can get stuff  
without having to pay money  
for it?'

Tech: 'Yes.'

Moron: 'Hell, it won't work because  
there is too many guys who

wouldn't work if they could get  
what they needed without having  
to buy it.'

Tech: 'Would the ones who did work  
like that?'

Moron: 'Some wouldn't work regard-  
less of who wouldn't like it.'

Tech: 'Did you ever think how much  
even a lazy man will work to get  
out of working?'

Moron: 'Oh, yeah! I do a little of that  
myself, but what's that got to do  
with it?'

Tech: 'Hadn't you rather work 16  
hours per week and get all the goods  
and services you need than work  
40 hours per week and get one-  
twentieth as much?'

Moron (changing the subject to keep  
from showing his ignorance):  
'Who would be willing to collect  
garbage under those conditions?'

Tech: 'That will be your job if you  
are unable to learn to do anything  
of more importance and the Engi-  
neers are unable to develop ma-  
chinery to do it.'

Moron: 'Aw, nuts, it won't work.'



# Contract of Citizenship

So You Think You Think

By Roger Elgood, 12348-1

(PART ONE OF A TWO-PART ARTICLE)

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'Korzybski stipulates comparative estimates of the rates of development in the natural and technological sciences, and in those pursuits dealing with ethics, political science, and socio-economic organization—the first being represented by a geometric and the second by an arithmetic progression. Approaching the problem through an analysis of the concepts involved, Korzybski described the greater speed of the first as due to the essential economy and closer adjustment to natural fact inherent in the components of mental organization through which advance in that line has been made. Progress in the social sciences is shown as constantly impeded by primitive and autistic (phantasmal) thought modes—persistent infantile affective (emotional) identifications; the historical and politically perpetuated analogy between reactivity in the animal world and the 'predestined' limits of human social advancement; and the retention in language of terms preserving the affective and ideational content of outgrown racial levels.'—Smith Ely Jelliff, M.D., in the "Journal of Nervous and Mental Disease, September, 1935.

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## *I Promise To Pay*

Have you ever approached our social problems this way? All agreements actually consist of two or more parts, embodied in one. The part of an agreement that is of primary importance to the thesis is said to be an 'Explicit' provision. The many contributing provisions are not stated specifically. They are *considered as understood* by all parties. These are a secondary part of an agreement called 'tacit' provisions. Tacit means implied but not expressed.

In most cases these tacit provisions are the actual material necessary to the act of fulfilling the explicit provisions. Consequently they cannot be treated as being subsequent to an agreement when they actually are the vital factors involved. However, it is in these tacit provisions that we find the innumerable avenues for escape from the explicit provision of an agreement. They can always be depended upon to leave an ideal field for subterfuge, chicanery, distortion and mendacity to be introduced later.

The principal leaders of the Allied Nations proclaimed that we must win the war in order to institute the four freedoms. This constituted an agreement with an explicit provision, i.e., the institution of the four freedoms. The war was won. Then, true to form, the tacit provisions of the agreement accomplished what was intended. They obscured the real issue. No political entity in the world was then, or is even now qualified or prepared to institute any social change that could make these freedoms possible.

No politician desiring to continue in office dares to pose publicly to his constituents or colleagues the blunt and obvious question on this subject, namely, what is the fundamental reason for insecurity when we have an abundance of available goods and services? No, now the war is over, we will discover the slogan of the Four Freedoms to be only what it always was: A phony agreement, very well understood by the national leaders of this Continent to embody so many vague tacit provisions as to render any political at-



tempt to institute the so-called explicit provision absolutely futile.

Thus, in this world-famous or infamous slogan of humanitarianism, the concrete parts of the implied understanding were ignored. The physical facts were not investigated. No definition could be given to security because all that goes to make security possible was left in the form of numerous loose, easily evaded issues, of which there was no mutual understanding whatsoever. The implication was, in effect, that some miraculous way would be found to accomplish a gigantic change without changing anything.

### *Pig In A Poke*

By this evidence, the function of the slogan stands out barefaced. It was itself a subterfuge. The greatest prize ever dazzled before the eyes of humanity constituted in reality either a piece of pure chicanery or ignorance of known facts. It is obvious something is amiss, for one year later we have still not started to solve the problem.

Unfortunately, what constitutes freedom from insecurity of *all* the peoples of any country (except on the North American Continent) has never yet been established as a fact. Elsewhere, freedom from insecurity still remains largely an abstraction of the mind. To begin with, the words 'free' and 'freedom' were and are labored to the point of having no *real meaning*. Any realization of liberty and freedom invariably entails some form of obligatory discipline by the freed. For instance, if we want freedom from traffic snarls at our busy intersections, we must all submit to the regulation stop and go lights.

In order to be mutually beneficial,

the concept of economic security for all citizens must conform to the primary needs of every one for exactly the same reason as the example above, to reduce confusion and danger to the minimum. The crucial point of the whole subject of economic security lies in formulating a concise definition as to what is meant. In the specific social agreement we are going to discuss, unless there is a common understanding of what is meant, how is it possible to lay any foundation for carrying out the agreement? It is impossible. Of course, a predetermined understanding leaves out the inexplicit quality found in legal and political agreements. The way is closed for misunderstanding if we arrive at an agreement on the definition of the term by reaching a common understanding beforehand.

This can only be done by reducing the primary elements of the problem to facts. The time has arrived when it is imperative that we *know* exactly what we are talking about when we discuss such a vital thing as security. To avoid further confusion and chaos, this certainty of knowledge has become an essential obligation. This is not an opinion. The facts indicate security would be for the best interests of human safety and affairs. We installed the intersection signals *after* the traffic dictated they were necessary. To allow the opinion of motor drivers to prevail in the expectation of comparative safety to all at intersections is identical to discussing security by the political method. Under existing conditions, the most anyone could promise, or wildly hope for, regarding security is exactly nothing. In spite of the prevalence of mendacity and distortion in the news, the press and the radio are proving this to be so more emphatically every day. Security decreases as unemployment increases.



## Approaching The Problem

By what method *can* we approach a problem with the magnitude of freedom from insecurity? A problem is a question for solution; a proposition requiring something to be demonstrated. The proposition put forth in this article is to demonstrate the futility of our expectations of achieving economic security by a political solution. There are two ways to approach problems. One by the every day non-scientific or political manner. The other is the engineering approach. The political manner of approaching a problem is actually a retreat. It is not an approach at all.

In politics the solution to a problem is put forth in the form of a definite *opinion on a matter as being the solution itself*. In other words, politically, we do not approach the problem from the question toward the objective, but from a predetermined solution back to the question. The so-called analysis merely consists of a defense of a certain course of action already taken. The political-democratic practice of putting forth two opposing 'opinion-solutions' merely enlarges the scope and consequent complexity of the subordinate opinions offered in defense. The technique of both factions is identical, consisting primarily of a careful study to exclude every item of relevant factual knowledge which would be antipathetic to the pre-decided solution, stated as a matter of opinion.

The engineering approach is the antithesis of this procedure, in that the solution is determined by the logical sequence of all the known facts of the case to uphold the course of action as it takes place. The result of this action is the engineer's solution. It may not be the desired result, nevertheless it is the solution by impartial analysis.

## Nature of The Problem

The principal tacit agreement of a political democracy is to provide a safe margin of consumer goods for the well-being and good health of its people. **THIS IS THE PRIMARY DUTY OF THE STATE.** Until it becomes the prerogative of every citizen to have the privilege and wherewithal to consume, regardless of his position in society, no semblance of security or freedom from fear can be approached.

It is a fact that *all* citizens require a comparatively *equal* amount of goods and services in order to be well fed, well housed and well clothed. The power and privilege to consume (security) has always been the prerogative of a few under the Price System. Security accrues only to those who have the ability to channelize the flow of goods and services into their hands, regardless of the degree of contribution they make to society, or the methods employed. Indeed, this ability is our measure of success today. The qualifications of this segment of society is a complete lack of any sense of integrity, accompanied with astuteness in Price System manipulations.

Man's greatest danger today comes from himself. The malignant thing that is keeping us a slave to a dead era is our apathy and inertia. We resist any effort to overcome our inherent prejudice against any departure from our habitual *everyday thinking process*. Our ability to reform our points of view to changing circumstances is far behind the rate of change taking place in technology, with its impact on our social setup, and its attendant insecurity.

At the moment, on this continent, our direction of thought relative to the proper (functional) distribution of our available goods and services is pitiful. The degree of change in the means



whereby we live has been gigantic in the last 160 years. In what way have we changed our scarcity attitude or aspects? Not at all. Our conduct of thought still resembles a mingling of the medieval ideology of authoritarianism, with the scarcity concepts put forth by political economists in the 19th Century.

The result of this ghoulish monstrosity is what we now employ as an 'attitude of mind' to decide business and political matters affecting the whole Continent. We are reluctant to perceive and act in accordance with the obvious arrival of a new era. We hide the real nature of the power age behind a wilfully false perspective. In this manner, we isolate the obvious course of procedure from contact with any other attitude of mind save the habitual avenue of approach. This excludes the essential mental quality that must precede the act of replacing social confusion with order and system. It is this 'quality' of mind that conforms to new conditions that must take its cue from the events and things which go to make up these new conditions. It is the 'scarcity attitude' at the thinking sources that is fundamentally opposed to an adequate solution to our social problems.

We have growth, real and tangible, exemplified at every turn: on the land, on the sea and in the air; in our power houses, factories, laboratories, drafting rooms and hospitals; on the farms, in the woods, mills, and mines; at the source of every means whereby man lives. We brag about a possession, the function of which we fail to even define in lucid terms, merely to satisfy our tenacity to a concept of evaluation which is adequate only for scarcity. This does not make sense. We are trying to 'ASSOCIATE' the ideas of scarcity and abundance. It cannot be

done. That is why we are frustrated at every political turn.

### *Opinions or Facts*

Let us consider what actually is at the source of this vast array of Twentieth Century wonders about which we brag. Science is the methodology of the determination of the next most probable result, through observation, research, experiment, close agreement and verification. As such, it is a method of applying thought. Our twentieth century wonders are interwoven with this quality of thought. To the engineer and technician, the symbol 'FACT' denotes the matter has been tested in the crucible of the above method. This is the 'functional culture of mind,' typical of technological advance.

Compare this scientific method with the basis on which the control and distribution of our possessions rest, the non-scientific. Firstly, the latter has no boundaries. It can and does venture outside the realm of reality. Since only that which is real can be measured, it consists of opinions. These are the embodiment of disagreement. There can be no uniformity of agreement to an opinion, for three specific reasons. Each opposing opinion is challengeable, each can employ the unreal, and each can and does use loose definitions for definite statements. This is the reason it is possible to opine two solutions of one specific problem. This is the embryo of national confusion and failure to solve the problems involved for the realization of security.

Political agreements running counter to physical facts denote they cannot be fulfilled. It is a case of our credulity giving the green light to the politician, and physical facts flashing the red simultaneously. Credulity may be irresistible to you, but physical facts are irresistible to all supernatural concepts.



So we come to a condition which must be acquired, to allow the installation of a modern civilization characterized by *complete economic security*. This condition is the development of a functional culture of mind in order to comprehend the problem with which we are faced.

It is so easy and so convenient to go astray at the very source, the conduct of our minds. Some understanding of fundamentals is necessary. The difference of thinking technique does not lie in the degree of thinking ability. It is the *quality* of thinking which makes the difference. A short review of 'the material of thought' proves this to be so.

### *How We Get Ideas*

Through the act of perceiving by the various sensations, the mind acquires percepts which it is able to retain through the faculty of memory. By putting percepts together, we form concepts. The next step is our ability to use our memory for the association of concepts, forming a relationship between them which results in an idea. What governs the activity of the mind is interest. Thus, when our interest is to create a false impression, facts must be wilfully ignored. On the other hand, where the interest is solely for impartial and strictly accurate results, mendacious mental activity would be futile.

These are two distinct means for two distinct ends and not two means for the same end. This is the distinction which occurs when formulating a political agreement of economic security, and a security based on fact. One method talks about what it doesn't mean, and the other means what it talks about. In order to think and form ideas with any degree of exactness and coherence, we must confine our thoughts within the scope of

our perception of the physical world as we know it exists. Any thought outside of this sphere is imaginary (imperceptible) and leads only to confusion and nonsense.

It is a splendid idea to decide how you are going to get somewhere before you decide to go. There is no point in saying: 'I have decided to cross the Atlantic by railroad train.' This statement is a disassociation of ideas, an incompatibility of otherwise normal concepts. It asserts something to be possible (i.e., perceptible) which is impossible (imperceptible, non-existent). The engineer is trained to adhere strictly to certain rules because he is interested in accurate results only. Therefore, all his rules hinge on a postulated universal method of approach. In other words, he has decided by what means his mental activity is going to travel *before* he sets out. From a close agreement of observations, we know just how the present leaders of the North American Continent decided they would travel to institute security for all here at home. They decided to go by hot air!

In the United States alone in 1944, with over 27 million of its civilian labor force withdrawn from the production of physical wealth for civilian consumption, the country was still able to produce and consume its all-time high record of civilian consumers' goods, \$92 billion. Yet, the only kind of security that the politician can conceive of is one of *full-time* employment or 60 million jobs. This, in the face of the fact that the only way to produce more and thus get more security is to work less!

Such thoughts (?) are incompatible, disassociated, absurd. *Technocracy* proposes to replace the defense of an opinion by other incoherent opinion with the assault of fact by the coherence of other facts. Thus, we have



two distinct techniques of thinking demonstrated by their result in contemporary application. Technological progress versus social confusion and insecurity. Each is the result of extreme polarities in the type of thought applied to them.

In facing any vital problem, to determine as a matter of opinion that which is easily determinable as a matter of fact means only one thing. The motive is to deceive, either ourselves or others, possibly both. There are two excuses, self-interest or downright ignorance. Another reason might be sheer lunacy. Surely the fear that a Continent might lose its status of *insecurity* could only be construed as lunacy.

Our 'attitude of mind' happens to be the true pericenter around which all

results of thinking rest. For example, we preclude a factual conclusion in every field of social endeavor toward stability, except when it is approached by the scientific method. Until we revive our attitude of mind and comprehend the difference between facts and opinions, treating each as such, we can only further complicate, never solve, our problem. The contemporary manner of attacking the complications in a like manner is itself an admission of defeat. Every attempted political solution constitutes a deliberate introduction of interference. The substance of these attempts is found to be largely that of supposedly worthy, though out-dated, precedent. Precedents can be a snare and delusion. Analysis alone can prove their worth or unworth.

*(To be concluded in our next issue)*



## ***Pre-Columbian Americana***

'No wars for 200 years. That was the record of the great race of Mayan Indians of Middle America, who more than 2,000 years ago developed one of the most prosperous societies the world has ever seen. Today their descendants, at least two million strong, continue to live and work in Guatemala, south Mexico, British Honduras and Honduras.

'The ancient Mayans were great mathematicians. When Columbus sighted the shores of Middle America his calendar is said to have been at least eight days in error; but that of the Mayans was exactly right. The people were master farmers, and put their mathematical genius to practical use. A thousand years before the discovery of the New World they had developed methods for recording on stone the appearance of a plant, its seasonal character and time of ripening, its food or medicinal value, and other details.

'The Maya Indians were the first in the world to use rubber, which they ob-

tained in Yucatan. Utilizing it much in the same way as we do today, they waterproofed shoes, moccasins, and all kinds of clothing, and also used it for tipping drumsticks, and for protecting other everyday tools.

'Another first we credit them with is cotton clothing; and we are indebted to them still for our supply of chewing gum, the basis of which comes from the chicozapote tree native to Middle America. It is probable that the Maya chewed gum for countless pre-Columbian centuries.

'The great epic of Maya agriculture includes numerous herbs and medicinal crops, among them the coca leaf, from which cocaine is derived, also quinine and cascara sagrada. Henequen, used in making twine, rope, cloth and other strong textiles, was and is another great Mayan staple.'

(From news release of Middle America Information Bureau, conducted by United Fruit Company.)



# Dictionary of the Price System

A Word A Day Keeps The Fog Away

By Herb Robbins, 8439-1 and Joseph Eble, R.D. 11934

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Well, here we are with installment No. 2 of the Dictionary. This department is entirely a product of the readers of GLT. They thought up the idea and it's up to them to carry it on. Everybody is invited to participate. This is probably the first time in literary history that the readers of a magazine have had a chance to write the very stuff they read. Perhaps YOU think that you could improve on the definitions given below. Well, just have at it. The field is wide open. Think of all the words and phrases in the dictionary. Think of all the pat sayings that bolster up the Price System. Let's knock some of them over. It's more fun than playing footy.

The idea is to redefine words, phrases, slogans, etc. from the viewpoint of social change. Put a new twist on these hoary definitions that will crack down on the Status Quo with the triple lash of ridicule, irony and veracity. Consult the writings of Will Rogers, H. L. Mencken and Ambrose Bierce for pointers. Definitions should be short, pithy and biting. Each contributor of acceptable definitions will get five free copies of the issue in which his contribution appears, as a reward for his social surgery on the phony concepts of the Price System. So, get busy, Readers, and shoot in your definitions. Don't let George beat you to it.

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**MONEY**—The common denominator of all socially detrimental habits and behavior. Created by a promise, manifested by a token, and as intangible as the promise it represents.

**CITY**—Any collection of chiselers surrounded by a large body of suckers, the death trap of concentrated futilities and possibly the death-trap of millions of Americans, who have yet to realize that energy, not business, makes the old mare go.

**MOUSE - TRAP**—A Contraption which, if built better than its predecessors, will probably end up in the Buried Patents Dept.

**MAN**—Jokingly called 'Homo Sapiens'; more correctly called 'Homo, the Sap.' A superior animal, in the sense that he builds facilities to produce an abundance of useful things. Inferior, in the sense that he refuses to enjoy his own handiwork because it's 'Taboo.'

**INCENTIVE**—A 'red herring,' dragged across the path of Technology's decree that here in America men can no longer live by a gradation of 'income,' based on 'earning capacity.'

This little beaut is invariably spewed forth by those who still think in terms of the ethical division of a scarcity.

**HAMBURGER SANDWICH**—Two gigantic pressure groups of Americans, with Congress in the middle. A little more pressure from technology, and Congress pops out like a meatball. Then the two groups are slammed together, whereupon they Unite and Operate, or Join their Ancestors.

**EFFICIENCY**—A measure of the ratio of the degree of application of knowledge to its stage of development. Easily sabotaged by 'owners' with a 'dog in the manger' complex, and by workers who still regard Technology as a menace to their 'security.'

**GRABOCRACY**—The 'ocracy' that has put America into its present mess. The Grabocrats have grabbed about all the money-making devices to date. they install this man-displacing machinery and thus will soon have no customers for their goods. Poor old Price System, what then?

**EDUCATION**—The inculcation of the incomprehensible into the 'minds' of the ignorant by the incompetent.



# What Hen-Pecking Means to You

Reprinted from the *Farm Journal*, September, 1946

By Vernon Vine

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A Flock of chickens is not a nation of people, or vice versa. Nevertheless, there is a similarity in their behavior. Chickens have a system of priority based upon the biologic fact of functional ability. There is also a natural system of functional priority inherent in the biologic makeup of people. What are called 'peck rights' and 'pecking' are the visible operations of this underlying order.

In the world of chickens this system of peck rights operates rather freely. In the world of people, it is constantly being interfered with. Under the politics, business, philosophy and nepotism of the Price System, this natural order of functional priority among people gets all 'balled up.' It becomes inverted to a great degree. The result is social confusion, malfunctioning and unnecessary competition all down the line. The 'peck rights' are in the wrong place. That's the Price System for you.

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To some people a chicken may be only a dumb bird that gets up too early; goes to bed too soon; lays eggs for a living, and as a reward, gets invited to Sunday dinner just once.

But to Dr. A. M. Guhl of Kansas State College, chickens are creatures with emotions, the beginnings of a language, and a distressing tendency to behave quite a bit like human beings.

Dr. Guhl has spent 7,000 hours just watching chickens behave. He probably knows more about why they act as they do than any man in the U. S.

He's learned all kinds of things about chickens—things that may help you as a poultryman, and things that may help explain why you and I act like human beings, too.

Chickens, for example, have a system of seniority that makes the rules of the U.S. Senate look like something drawn up to regulate the game of hop-scotch.

In a flock of chickens—up to 30 in number, at least—you can rate the hens right down the line from 1 to 30, by one rule—who pecks whom. Dr. Guhl calls this the 'social order,' or, more simply, the 'peck order.' Hen

No. 1 pecks every other hen in the flock, and none dares peck her back. Hen No. 2 pecks the next 28, and gets pecked only by No. 1.

At the bottom of the list is poor, forlorn little No. 30. Every hen in the flock pecks her, and she dares not peck a single one in return. If she wants enough to eat, she has to get up early, and stay up late. Most of the day she wanders wistfully around the edges of the flock, moving along whenever any of her sisters head her way. In winter she gets the draftiest perch; in summer, the warmest spot. Because she doesn't get enough to eat, she's a poor layer. She's an easy mark for any disease bug.

In a flock larger than 30 these rules don't work so strictly, because there's a limit on how many acquaintances a chicken can recognize.

In a small flock a hen knows which birds she needs to steer clear of. In a larger flock she isn't so sure, and there's nothing quite so upsetting to a chicken as not knowing whom she can peck, and who's going to peck her.

So instead of keeping her beak in the mash hopper a good share of the time, she stands around looking over her shoulder to see who's going to



make the next pass at her. That's one reason why a small flock usually lays better than a big one—there's less pecking, more eating, and more laying.

Chickens characters, Dr. Guhl says, are 'about like humans,' and just as varied, although simpler and more mechanical.

He isn't sure that chickens have emotions, but he won't say they don't. When a rooster loses a fight, for example, the red parts of his face grow pale, while the winner's grow even more red. The loser's feathers flatten, the winner's fluff up, and he will strut around with his head in the air.

I asked if chickens can talk. Dr. Guhl, being a conscientious scientist, wouldn't go as far as to give a flat 'yes.' But he has identified seven distinct sounds—those of threat, alarm, contentment, courting, irritability, and the crow and the cackle.

In one pen he was working with the hens would all shake their heads every now and then. He finally discovered why—it happened each time a cock in a nearby pen let loose a deep bass crow. Another bird he knew used to crow every time he won a fight—and he always won. That is, until one day when he got the stuffing knocked out of him. It was a long time before he'd crow again.

This business of studying chickens has its problems. Dr. Guhl wanted to find out whether the chickens in the top half of the peck order gained more weight than those at the bottom. To do a really scientific job, he figured he should weigh the droppings as well as the birds. 'I even made diapers for them,' he says. 'It didn't work too well.'

But why, after all, does one chicken peck another? Dr. Guhl's answer is simple: 'To get enough to eat.' The hard-boiled hen makes room for her-

self at the feed trough and the water fountain. She chooses the choice spot to scratch. She gets her fill early, so she roosts early. Because she eats and drinks plenty, and sleeps enough, she stays healthy and lays well.

There's no guesswork in Dr. Guhl's discoveries. He banded his birds with colored rings so that he could recognize each bird at a glance. Then, hour after hour, he noted which hens pecked which. He made thousands of pages of pencilled notes.

Then, to make doubly sure his conclusions were right, he trap-nested his flocks. Night after night he went through the chicken house to see which birds were roosting where. Carefully-kept records showed that birds died more or less in the 'peck order.'

If you're a poultryman, what does this all mean to you? How can you cut down pecking in your flock? (Don't confuse pecking with feather picking.)

'Remove the cause of competition,' says Dr. Guhl. Give the birds enough feed hopper and water fountain space; enough floor and roosting room, and enough nests, so no hen has to fight for her living.

Don't put new birds into an organized flock if you can avoid it. It's disrupting while they find their places in the peck order.

Finally, what has Dr. Guhl learned that may explain human behavior? 'The organized flock,' he says, 'eats more, pecks less, and produces more. It establishes a balance between cooperation and competition. If we can learn anything from chickens, it may be that if people are to be productive and contented, they must have enough to eat.'

'If you want production, you must have peace.'



# *Flashes of American History*

IV—DeWitt Clinton and the Erie Canal

By Ben H. Williams, 8141-15

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We are told that coming events cast their shadows before them. Without the 'electric eye' of Science, however, few of the participants in these events are able to open the door of understanding to their future implications. For instance, unbeknownst to him, Jeffersonian democracy, and the supremacy of Virginia in a social sense, were on their way out, long before Thomas Jefferson had retired from the Presidency to his estate at Monticello in 1809. Viewing the future of the United States at the time of the Louisiana Purchase, Jefferson saw no hope of keeping this vast area intact under one government, and consoled himself with the idea that the two nations that eventually would take form as a result of increased population would be composed of the same basic stock and therefore probably would maintain friendly relations with each other.

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## *Isolation of West from East*

Meanwhile, the population was increasing rapidly on the other side of the Alleghenies. Ohio, Indiana, Illinois, Michigan, and Wisconsin were being cleared of forests, and their rich agricultural areas were filling up with settlers. The problem of transportation of needed goods to and from these sections was becoming more pressing each year. The outlet to the Gulf had been secured for settlers near the Mississippi and its tributaries, but Atlantic seaports and manufacturing centers were inaccessible. To open up the West to commerce with Boston, New York, Philadelphia, Baltimore, and Charleston was a problem occupying the earnest attention of their leading merchants and manufacturers from the latter part of the 18th century on well into the nineteenth.

The only practicable approach to that problem at the outset appeared to be in the direction of improved roads or turnpikes. Hundreds of companies were formed to build these roads. Harry J. Carman informs us that by 1832 Pennsylvania had over 2,000 miles of improved highways. By 1810, upwards of 180 turnpike companies were formed in New England. Con-

necticut built nearly 820 miles of hard-surfaced roads, New York had chartered 137 companies. Baltimore promoted three turnpikes to the West. But few of these had reached the trans-Allegheny country. Insurmountable obstacles still separated the East from the areas between the Allegheny Mountains and the Mississippi River. Economic necessity forced the merchants and manufacturers of the five leading Atlantic seaboard cities to seek a different solution to their problem.

## *Genesis of the Canal*

The idea of an artificial waterway connecting the Hudson River with the Great Lakes had been hanging fire for a long time. As far back as 1784, Christopher Colles, a New Yorker of engineering talent, tried to interest the New York legislature in undertaking the venture. He was warmly seconded by General Philip Schuyler and others. New York merchants backed the project, contending that without it New York must remain in comparative commercial isolation. Two companies were chartered by the New York legislature, but made little progress toward their objective in the face of the usual opposition.



Taxpayers, including those along the proposed route, were indifferent or strongly opposed; the federal government repeatedly declined to assist; even westerners, who believed they would eventually take possession of Canada, and thereby have unrestricted use of the St. Lawrence route, declined to lend support. Besides, there were few trained engineers available, and modern excavating machinery was nonexistent. Only Nature, in the matter of topography, favored the New Yorkers as against their rivals. The pass through the Mohawk Valley made possible the construction of a canal, whereas no such waterway was practicable at that time either for Boston, Philadelphia, or Baltimore. To make the dream of Christopher Colles a reality required a promoter of sufficient driving power and tenacity, to put it through. That promoter came forward in the person of DeWitt Clinton.

### *The Canal Promoter*

DeWitt Clinton has been classified by some historians as a 'corrupt politician.' He is said to have initiated the 'spoils system' and to have handed it over full-fledged to Andrew Jackson, who gets the credit of having originated it. Clinton was a life-long foe of Tammany. He is accused of having kept alive the feud between Aaron Burr and Alexander Hamilton to the point of the duel between these two, whereat Hamilton was killed and Burr eliminated through disgrace. Clinton never compromised with an enemy. Of sturdy physique, he did not hesitate, whenever he deemed it necessary, to use his fists either upon a gentleman in powdered wig or a stevedore on the East River docks.

Repeatedly chosen governor of New York in the face of Tamany opposition, and only missing the Presidency of the United States in a contest

against Madison, DeWitt Clinton clung to one office, in the face of ridicule and contumely, with a tenacity worthy of the best type of American promoter. The office was that of Canal Commissioner. For twenty years Clinton acted as such without pay. He had set his face to the task of building the Erie Canal, and would not give up. In a moment of political eclipse, due to Tammany opposition, even the office of canal commissioner was taken away from him by the New York legislature, but Clinton came back, got re-elected Governor, and pursued his course.

### *Clinton's Prophecy*

In promoting the canal, Clinton gave utterance to this significant prophecy. I quote from his 'Memorial' of 1816:

As an organ of communication between the Hudson, the Mississippi, the St. Lawrence, the great lakes of the North and the West and their tributary rivers, it will create the greatest inland trade ever witnessed. The most fertile and extensive regions of America will avail themselves of its facilities for a market. All other surplus productions, whether of the soil, the forest, the mines, or the water, their fabrics of art and their supplies of foreign commodities, will concentrate in the city of New York, for transportation abroad or consumption at home. Agriculture, manufacturers, commerce, trade, navigation, and the arts will receive a correspondent encouragement. The city will in the course of time become the granary of the world, the emporium of commerce, the seat of manufactures, the focus of great monied operations, and the concentrating point of vast, disposable, and accumulating capitals, which will stimulate, enliven, extend, and reward the exertions of human labor and ingenuity in all their processes and exhibitions. And before the revolution of a century, the whole island of Manhattan, cov-



ered with habitations and replenished with a dense population, will constitute one vast city.

Under Clinton's initiative, the State of New York began construction of the canal in 1817. The \$7,000,000 estimated as the cost of building this waterway was borrowed on the credit of the State. Funds for interest and principal were obtained by taxes on auction sales, manufactured salt, and from persons traveling stated distances on Hudson River steamboats. A lottery was resorted to, and private donations and legislative appropriations made up the balance. Tolls, after the canal was completed, were to be thrown into the jackpot. Clinton saw to it that no grafter got any of this.

Finally, at the end of eight years, terminating disheartening engineering difficulties, and in the face of persistent Tammany opposition, 'Clinton's Ditch' was completed, and one day a fleet of boats headed by the *Seneca Chief* started from Lake Erie on their 513-mile triumphant journey to New York Bay. On November 4, 1825, Governor Clinton poured a cask of Lake Erie water into the sea to symbolize 'the marriage of the waters.'

### *Great Social Implications*

Implicit in this great engineering project were vast and far-reaching social changes, which swiftly made themselves manifest after its completion. Along with the development of the steamboat, and improved highways, the Erie Canal made accessible a growing market for the products of the western farmers. It forced the New England farmers to abandon their rocky hillsides and to join the procession of sturdy immigrants from Northern Europe in the 'winning of the West,' thus breaking down that fast-going-stale New England culture

and affording a new field for those fundamental qualities of thrift and enterprise developed in the colonial experience of Northeastern America. It also pulled the center of social gravity away from Virginia and the South and, along with the expansion of territory through the Louisiana Purchase, brought swiftly to a head the 'irrepressible conflict' over Negro slavery. The construction of the Erie Canal eliminated the probability of future disunion between East and West, and paved the way for ultimate reunion of North and South. Above all, its successful achievement made America conscious of her Continental destiny and, as Archer B. Hulbert says: 'Never since that time have men doubted the ability of Americans to accomplish the physical domination of their Continent.'

Through the Erie Canal in 1825, and the subsequent construction of artificial waterways, a complete water transportation system bade fair shortly to connect the Mississippi and the Gulf with the Great Lakes and the Atlantic Ocean. But a new development in transportation intervened at this point to halt that scheme, just when the bare connections had been made. Another century of technological and social progress would pass into history before a Hydrology, commensurate with Continental requirements, could be designed.

This new development in transportation will be touched upon in our next 'Flash,' with the title 'Baltimore Builds a Railroad.'

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# *Diamonds Could Be Inexpensive—But!*

Reprinted from *Rocks and Minerals*, July, 1946

By Dr. W. B. S. Thomas

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One of the requirements of the Price System is that a state of scarcity, either natural or artificially maintained, must exist. This 'must' derives from the fact that the Price System is organized to carry on exchanges of goods and services by methods of valuation. The primary consideration involved is profit. Since exchange value is a property of scarcity, it follows that abundance eliminates value and destroys profit. Ergo, it must be avoided.

This article throws some light on how an abundance of diamonds is avoided. The same general policy is pursued in all branches of business and agriculture, in education, public health and in all matters affecting the General Welfare. The Price System of trade and commerce with its concomitant social institutions is not interested in abundance and distribution. Its business is to buy low, sell high and keep things scarce. Hew to the line, let the casualties fall where they may.

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One wonders why there are so few diamonds in the world and why they are more expensive than garnets. The 'Old Retread' studied this problem in the last war. Actually there are plenty of diamonds and diamonds could be as inexpensive as garnets, were it not for various factors.

## *British Guiana*

In British Guiana diamonds are found. (*Rocks and Minerals*, May 1946, page 218.) Note that a gold expedition uncovered the fact that diamonds existed.

Georgetown, at the mouth of the Demerara River, is a busy town, famous for Demerara Rum exportation. Just a few miles from town are jungles. Our party often killed boa constrictors and large cats on canoe expeditions from the Georgetown airport.

We flew over these jungles, looking down on a mat of trees and vines. To the south were no mines, rarely a settlement.

There are no roads inland. There are no railroads. The only way to go inland is to get up an expedition, travel by water in boats as far as possible, and then hew the path to the mountains.

So little exploration of these mountains to the south has actually been done. It is known that gold and diamonds exist. Then why not build a road or a railroad to the mountains? Why not get a development company organized? Modern machinery would quickly bring a return on the investment.

The answer is this: The sugar interests do not want anyone building railroads, do not want the timberlands developed, because the present labor economics would be disrupted. The labor for sugar, for rum, was imported from the Old World. The wage is fixed, sugar is the crop.

If a railroad were built, the labor in the sugar industry would leave for better wages, the development of mines would necessitate labor in the mines. In short, development of mineral resources in British Guiana is not encouraged because it would embarrass agricultural economics.

## *Brazil*

Now let us turn to Brazil. There are many diamond-bearing areas in Brazil, some as yet undiscovered, for again one does not find a road lead-



ing inland. There is no railroad across the country or into the mountains. This is not because of the Amazon basin. There are only two places in the whole river where one can see across the river even from a plane at 5,000 feet! The branches and tributaries are so numerous that bridges of any material could not be built to withstand the river. The river is not one stream, it is many interlacing parallel streams. The beds of these change constantly so that a bridge this year may be over a gully next year, or inundated, due to floods.

The only way to get to Manoaas, at the junction of the Rio Negro on the Amazon is by boat or by air. The boat trip is long and tedious and has been largely discontinued. The air route is rapid but expensive.

From Manoaas, up the Rio Negro (Black) to the Rio Branco, must be by canoe. As one gets above the rubber development area, one encounters savage Indians who feel that any outsider must be killed. The Army Air Forces Mapping Service lost two men in this area. They were killed in this war by bows and arrows! Just above this area there are numerous deposits of alluvial diamonds.

On the south of Brazil, on stretches of the Rio San Francisco, are more diamond-bearing gravels. The Indians dig for them with a small shovel. Finding a gold nugget is bad luck, so the nugget is flipped into the stream!

One wonders why some American has not gotten modern machinery, modern engineers, and capital enough to go in there and make a fortune.

John Dubois, of Dubois St., Dubois, Pennsylvania, can give you the answer. Before the war he had that bright idea. He went exploring and he visited the various alluvial deposits in Brazil. Johnny speaks Portuguese

like a native. He is a pilot of no mean ability. He can return anytime he wants to return to the area using a small sea-plane. Why is not Johnny a millionaire?

When Johnny got back from Brazil he had a couple of cigar boxes full of diamonds. He went to a New York firm with his diamonds and they said, "Good day, we do not want any." He argued that even if the diamond syndicate did say South American diamonds were inferior, softer than African diamonds, he still had some white and blue-white diamonds.

The gist of what they told Johnny is this: 'We control the diamond market. You are an outsider, horning into a legitimate business—we control the buying, the cutting, the outlet to selling. Good day!' Johnny was carrying millions in diamonds, which because of the brief brush-off made the diamonds simply interesting mineral specimens. They showed Johnny the storage vaults. His eyes bulged. They could unload diamonds so fast that the market could be flooded, but they controlled the release and held the price.

Then Johnny found that the war dispersed the diamond cutters. Some of them were refugees and went to South America to escape the Nazis. Brazilians could now get diamonds cut by experts, could undersell the market. Again there was hope. But meanwhile Eastman Kodak has bought the diamonds from Johnny—for the diamonds were now just commercial diamonds and only worth a few dollars a carat.

The Brazilian government decrees that one must have a license to mine gold, silver or diamonds. Every industry has a license. They believe in 'Nationalization of the Soil.' No foreign capital can come in, put in mod-



ern machinery and with engineers develop a mine property and then take the huge earnings back to the country that made the investment. The owners must be Brazilians. If an American became a Brazilian in order to accomplish this purpose, he would find that he was a Brazilian indeed. He could not get a travel permit back to the United States and the wealth he had accumulated was also Brazilian. 'You cannot take it with you.'

### *Gold Coast, Africa*

The mines in British West Africa, Gold Coast, are near Accra. Many rumors of five carat stones were heard

but in general none of the stones would reach a carat, were almost exclusively commercial diamond quality, being fragmented or full of carbon. However, the 'Old Retread' acquired many fine XIs of octahedrons, triangles and twins which while small fluoresced and phosphoresced. These were clear, some blue-white and a few green.

The market is British controlled. Black market and underground illicit trade flourished during the war to the benefit of the Germans.

Does this answer your question why diamonds are more expensive than garnets?

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## *Price System Mirage*

"Discussing 'Opportunities in Appetites' before the members of the National Canners Association, Secretary of Agriculture Anderson emphasized the 'direct tie-up between pocketbook and appetite' and that the 'greatest increase in consumption comes when low-level income families move up to higher income brackets.' They shift from 'a flour, beans, and potato type of diet' and begin to add more meat, eggs, fruits and vegetables. 'Only when they get a truly adequate income do they eat lots of fruits and vegetables.'

'Supposing,' he continued, 'we were able to add a thousand dollars a year to the buying power of each income level . . . In terms of pre-war price levels, when you add \$1000 a year to the income of families earning under \$500, each member of that family would eat more than 50 pounds of tomatoes and citrus fruit, about 25 pounds more leafy green and yellow vegetables and 90 pounds more of other fruit and vegetables.'

'Add another \$1,000 and the mem-

bers of the family would eat still more, but the increase would be smaller—almost 40 pounds more tomatoes and citrus fruit, 10 pounds more leafy green and yellow vegetables, and 65 pounds more of other fruits and vegetables. The third thousand dollars brings a per person gain of 25 pounds of tomatoes and citrus, 8 or 9 pounds of leafy green and yellow vegetables, and about 45 pounds of other fruits and vegetables. In other words, the first thousand dollars does more than the next two thousand together in adding to fruit and vegetable consumption. To put it another way—the low-income groups in this country constitute the largest untapped market in the world for farmers and food processors.' —USDA Clip Sheet, Feb. 24, 1946. Ed. Note: This large, untapped market in the low income groups referred to by Secretary Anderson will never be tapped by Price System methods. The only possible way to deliver America's abundance to America's people is by installing the Technate of North America.



# Good Morning, Mr. Smart

Goodbye Mr. Aleck

By L. W. Nicholson, R. D. 8234

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"Every business man, within two years, should have an **INCONSPICUOUS** residence, preferably on a side street, and purchase for each male adult (of the family) a farm or piece of ground, **INCONSPICUOUSLY LOCATED**, where, in emergency enough food stuff can be raised to furnish food and shelter during the probable crisis threatened for the period between 1940 and 1944." (Roger Babson, eminent economist, as quoted in the "American Guardian," April 30, 1937.)

Ed. Note: Talk like the above is passing around in certain business and financial circles again today.

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## *Not Me, I'm Not The Man*

This article is addressed to you, Mr. Smart American. This time, we shall talk about you, yes, **YOU**, and let the masses rest for a change. They get hell enough as it is, from all sides. But you, Mr. Smart, you have been getting off too easy. So, here comes the scalpel. Let the slivers fall where they may. You are a small group, Mr. Smart, you know that this country is in a hell of a mess. You know that it is possible that many Americans may not last through it. And, what are you doing about it?

You are going to play the game safe, are you, Mr. Smart Guy? You, who have been chiseling your fellow man by buying cheap and selling dear. Got your little backwoods retreat all picked out? Got it stored up with groceries to last a year or so? Got a high fence around it? Maybe, it's even electrified, huh? Don't wait too long before moving in, Mr. Smart. You might get caught in the flood.

By all means, don't tell what you are doing or why. Don't give the masses a chance to find out about it or they might expect you to explain why. That would never do, would it?

They might think you are a traitor and hang you. Don't let them find out about your chiseling rackets. Instead, tell them a glowing story of how much you are doing for them and how much you did for the war effort. Tell them that the way you are conducting their affairs is the only possible way that it could be done. Don't tell them how you helped arm our Fascist enemies before the war; or your real reasons for insisting that we must revive foreign trade. No, never should you let it leak out that this is one of your slick deals to get rid of our abundance so you can maintain scarcity and high prices.

By all means, you must make your little racket last as long as possible. You must say nothing about the mess we are in to anyone who might interfere with its operation. Naturally, you will keep it out of the newspapers. And, of course, you can do this by refusing to use them as an advertising medium if they are unwilling to cooperate.

So you have it all in the bag, have you? Then what are you getting so nervous about? Are you afraid something will upset your plans? Quit



shaking in your boots and running around in circles. Some one will get suspicious. They say knowledge eliminates fear, and are you not one of the Smart Guys? But, did you ever stop to think what kind of smartness you are so smart at? Maybe you've been backing the wrong horse. Could be!

Down with the OPA. No, we must continue it. We'll continue it but in modified form. Make the loan to England. (This will help us to maintain scarcity.) No, England must solve her problems some day; so why not now? Oh, well, let them have it, but let it be known that this is the last time. We must draft labor. No, that would be too obviously a Fascist measure. Well, let them know that if they don't quit striking, we MIGHT draft them. Tell Russia where to get off. No, let's compromise. Full employment, 60 million jobs. No, we would have to pay high wages if labor didn't compete for jobs. Well, we must not allow too much unemployment, or they will get out of hand.

### *'—Or Get Off The Pot'*

What the hell's the matter with you smart guys, have you gone mad? Can you not agree on anything? All of you can't be correct, but all of you could be incorrect. Surely this is not true, for are you not the smart guys who helped Americans when they were hungry by destroying food before the war? Are you not the upholders of

Democracy and the American way, who gave up so much (for a price) to defend it during the war?

You may be a smart guy, Mr. Smart, but you don't have guts. You are afraid. You tell glowing stories as to the value of truth, but you do not have the nerve to tell the truth. Some of you even know how this mess could be straightened out, but you lack the courage to tell it above a whisper. You are stupid in some ways, Mr. Smart. Do you think you can get out of this mess by retiring to your little retreat in the mountains or on a little farm some place? Do you actually imagine that the rest of us will starve to preserve your racket?

You know that abundance invalidates price. You couldn't help but know it when you go to so much trouble to maintain scarcity. The only 'out' for you, brother, is to admit it, and do all you can to help install a technological system that can distribute abundance without price. We are all in this little boat together and if it sinks, pal, you are going down with the rest of us.

If you are so smart, why have you not solved the problems facing us, instead of trying to keep us from knowing that there is a problem? You have had plenty of time to do it. You have been running this country for a long time with your big corporations and your political stooges. Now your last chance is coming up, but fast. Solve it or move over, Bub, because if you don't or can't, then science will.



The invention of a glass bottle blowing machine increased output per worker in the industry 4,000 percent, says a Twentieth Century Fund study.

**NOTICE:** Due to Price System interference the regular department 'From Here On Out' turned up missing for this issue. Better luck next time.



# **Technothoughts**

By Sam Pavlovic, R. D. 9344

**A Technocrat observes technocritically, and then talks technocratically.**

\* \* \*

**Those well-meaning folks who tell you to hitch your wagon to a star oft forget that in a Price System most of us can't afford a wagon.**

\* \* \*

**Many who pursue the Golden Fleece of the Price System end up getting fleeced.**

\* \* \*

**The only chiseling that Technocracy advocates is that on the conditioned concrete of conventional craniums.**

\* \* \*

**Progressive thought often starts in the region of the stomach.**

\* \* \*

**Short-circuit thinkers: Just can't get past their wallets.**

\* \* \*

**Products of North American technology are the best under the sun. TECHNOCRACY is the number one product of this technology.**

\* \* \*

**Technophobes: Those proponents of preferred personal position in the paper mache panorama of Price pandemonium.**

\* \* \*

**Technophiles: Just us who realize we can't get that square deal inside the circles of the Price System.**

\* \* \*

**Drama Review: 'All that we can say for the current run of the North American scene is that this stencheroo is housed in the beautiful and adequate Continental Theatre. The theme is corny, the costumes and stage settings lousy, and the direction stinks. The actors, strangely enough, appear capable if they ever give themselves a chance.'**



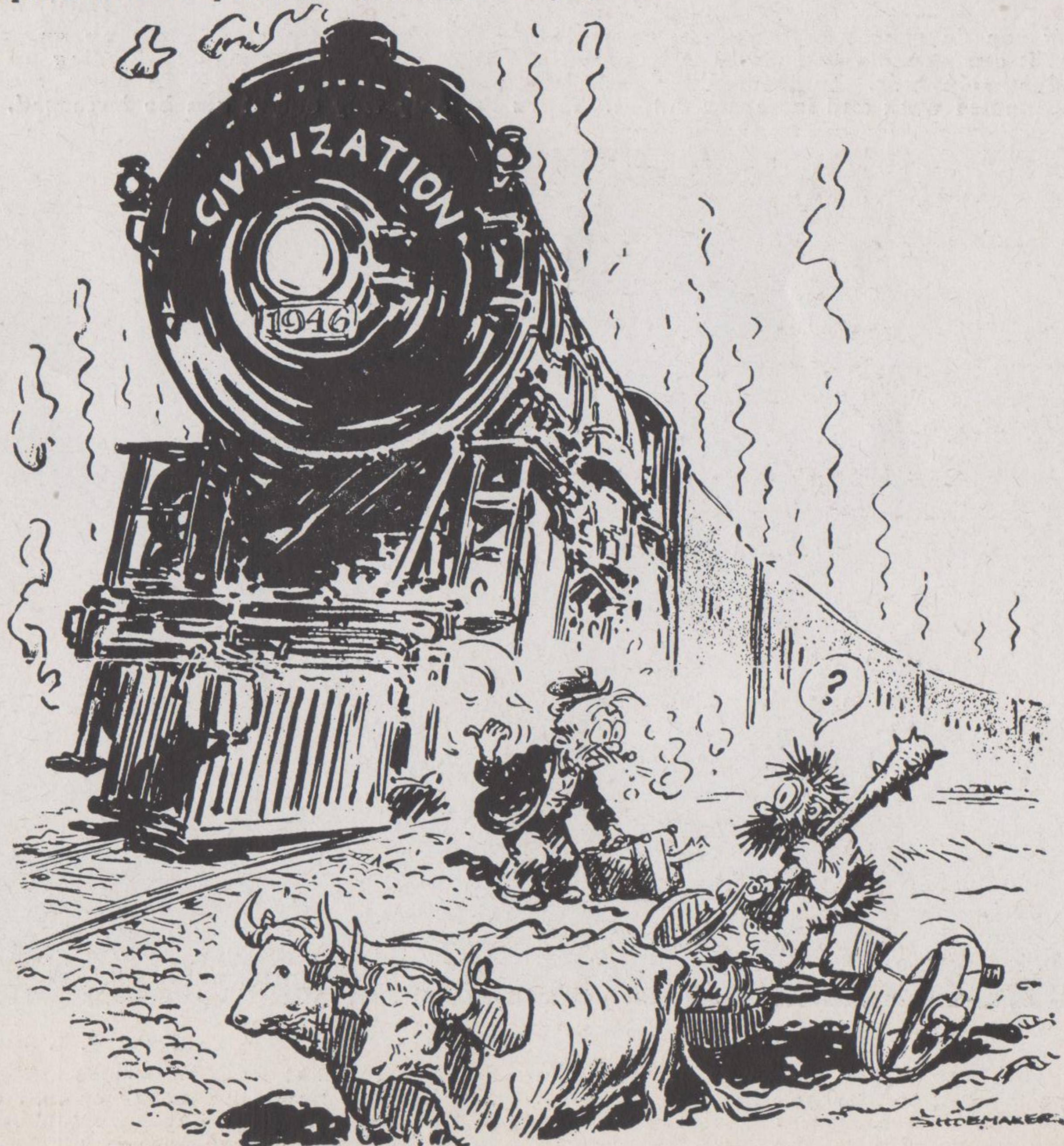
# From The Camera's Eyeview

'Goin' My Way?'

## If You Don't Succeed At First

Someone has said that if 50,000,000 monkeys pecked away at 50,000,000 typewriters for 50,000,000 years, one of them would eventually arrive at a Shakespearian sonnet. Fat Chance, you say! Yet, this haphazard method of procedure is exactly how the Price System operates to arrive at the General Welfare of Americans. The Price System has always provided some of its monkeys with typewriters, so to speak. Others have scanned the river of drivel turned out. Some was rejected but most was solemnly filed away to become traditionalized in the social institutions of the Price System. Only a small part of this output makes any sense at all. This procedure of organized social confusion has been going on for ages. Today, the Price System is overstocked with a hodgepodge of mental furniture in the form of abstract philosophical and metaphysical concepts. These are supposedly pointed toward the General Welfare but they are devoid of the elements of physical design required to arrive there.

You may pour over the history books until your eyes give out and you will not find a time when these concepts were not accompanied by wide-spread scarcity, poverty, ignorance, disease, short lives, slavery and serfdom, scant radius of mobility, and no civil liberties. These social conditions are all physical and measureable factors. They are the goods and services that were always present, or absent, in direct ratio to the prevailing level of the General Welfare. This lack of goods and services in the past was not the product of abstract concepts for they operate only in the non-physical field and, therefore, cannot produce goods and services at all. Their function is to elevate the philosophical and spiritual side of man's life. Goods and services result only from applying physical laws to natural resources, and their function is to elevate the physical life of man. In the past man was never able to attain either an adequate intellectual, spiritual or physical life. The reason was because the first two are not practical without the third, and the third is not possible without technology. The foundation of a house upholds its superstructure. So, since we already have a rich body of abstractions we are forced to conclude that the number one social problem of North America is in the physical field of operations. (Continued on page 32)





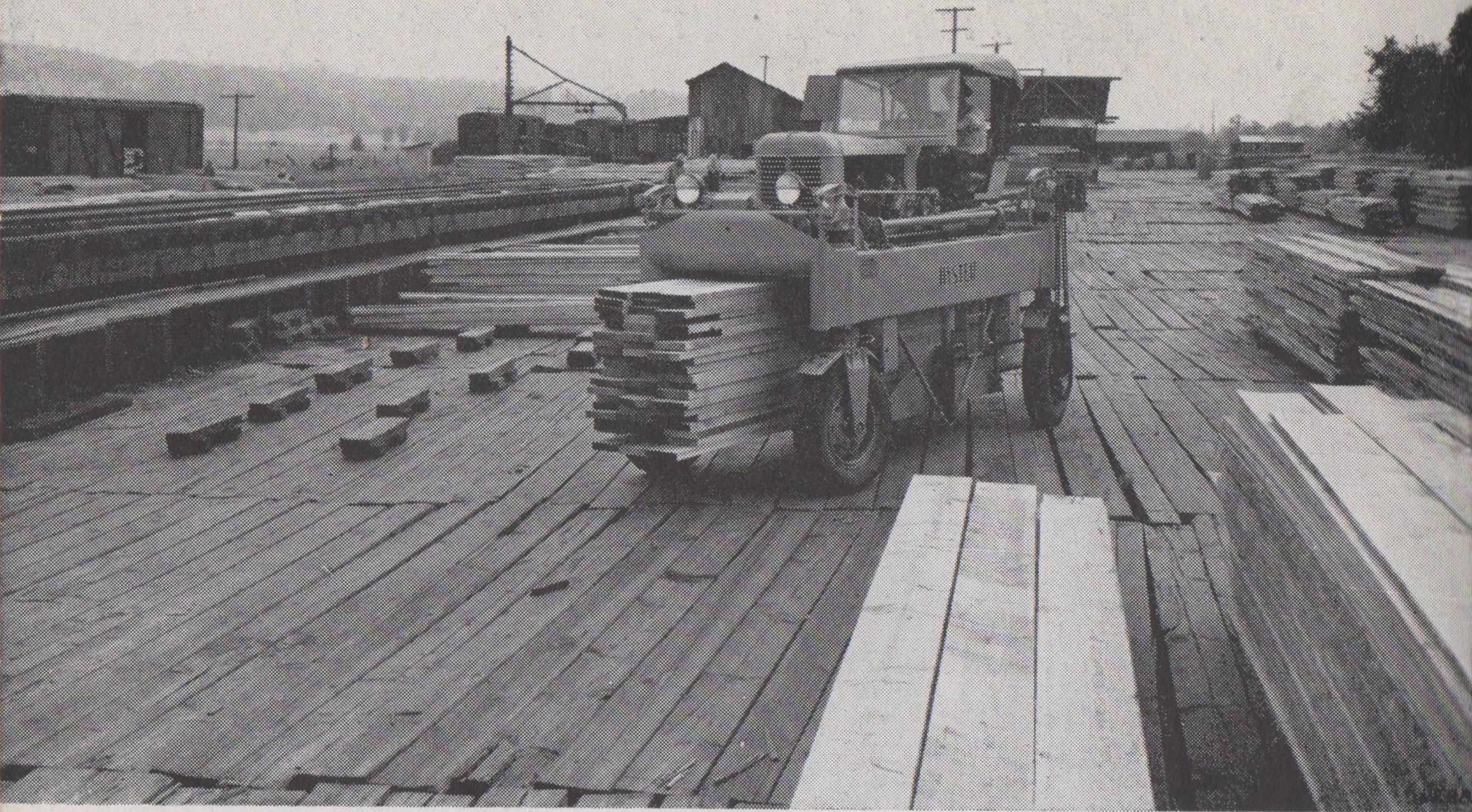


Photo: Hyster Company

Technology can do almost anything we want. Here's the straddle truck. It picks up any load up to 6 tons that it can straddle and moves it at speeds up to 33 mph. Larger models, hauling up to 15 tons were used in shipyards. Engineered for materials handling at ground level in plant, warehouse or yard, it eliminates work and increases output. That's the only way output can be increased.

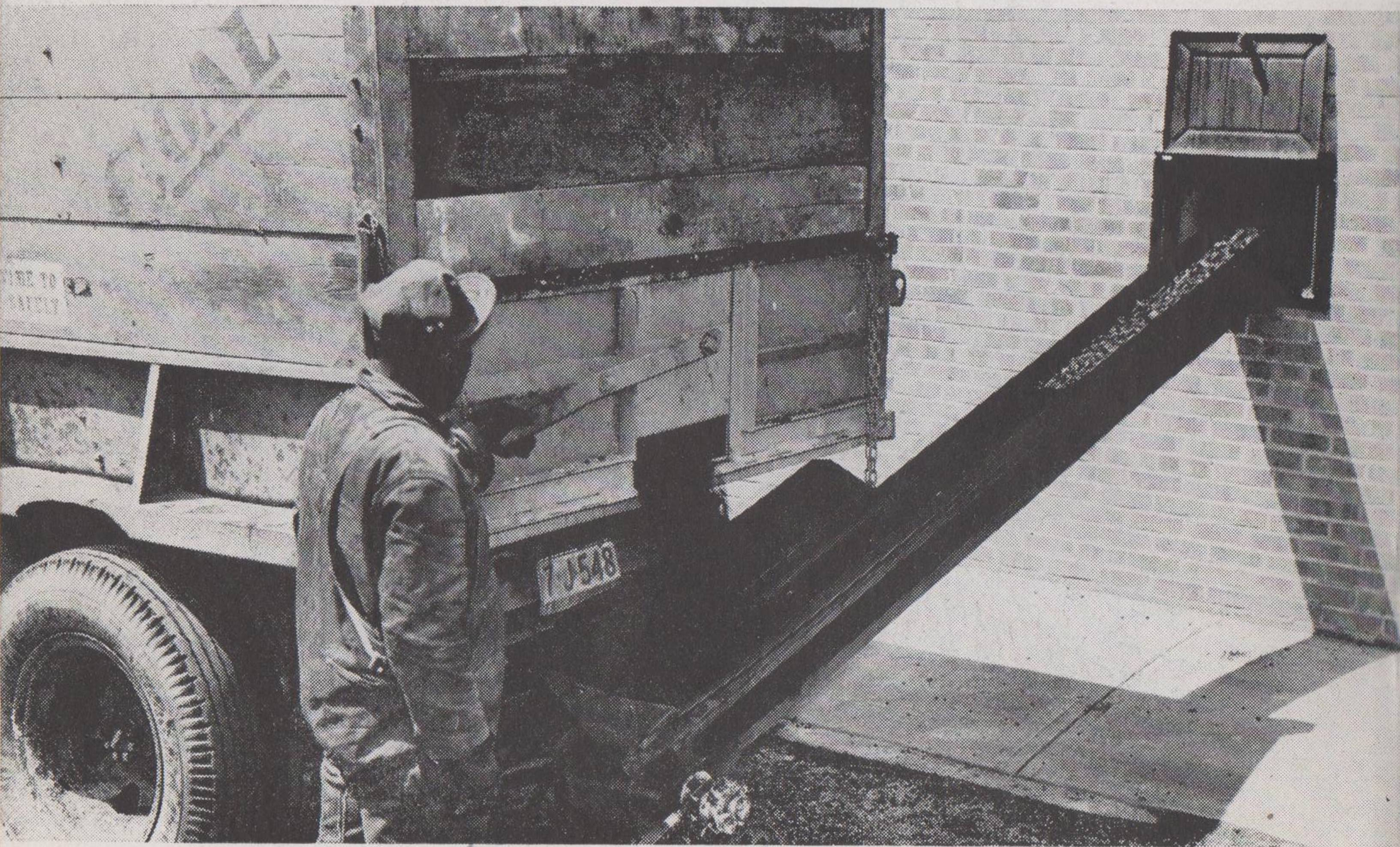


Photo: B. F. Goodrich Company

An extra high speed belt conveyor for unloading coal from trucks into basements. Thousands of 'fingers' on the belt surface grip the coal so that it can't slip back down the incline or spill over. Belt's speed hurls coal into basement so it can't pile up at the window. This rubber coal shovel unloads a ton every minute. Notice how hard that man is working, watching technology work.



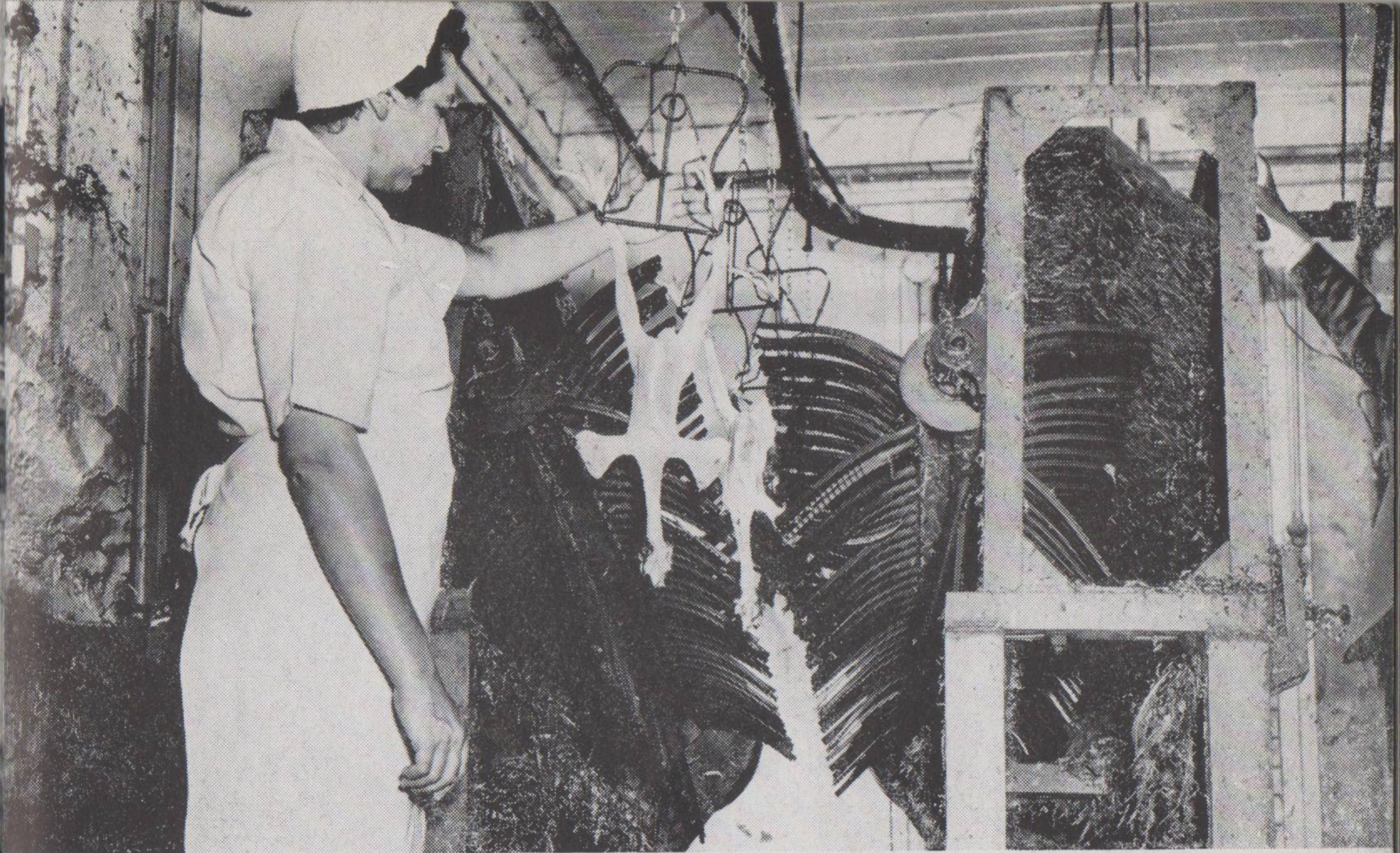


Photo: Goodyear Rubber Company

What is it you want, freedom from chicken plucking? Technology can do it; in fact, here it is. The conveyor line dips into tanks of boiling water, then passes through two sets of rubber 'fingers' whirling at 450 rpm. The machine will defeather up to 5000 fowl per hour, or about one every seven-tenths of a second, without even bruising the flesh. By hand it takes up to 10 minutes each.

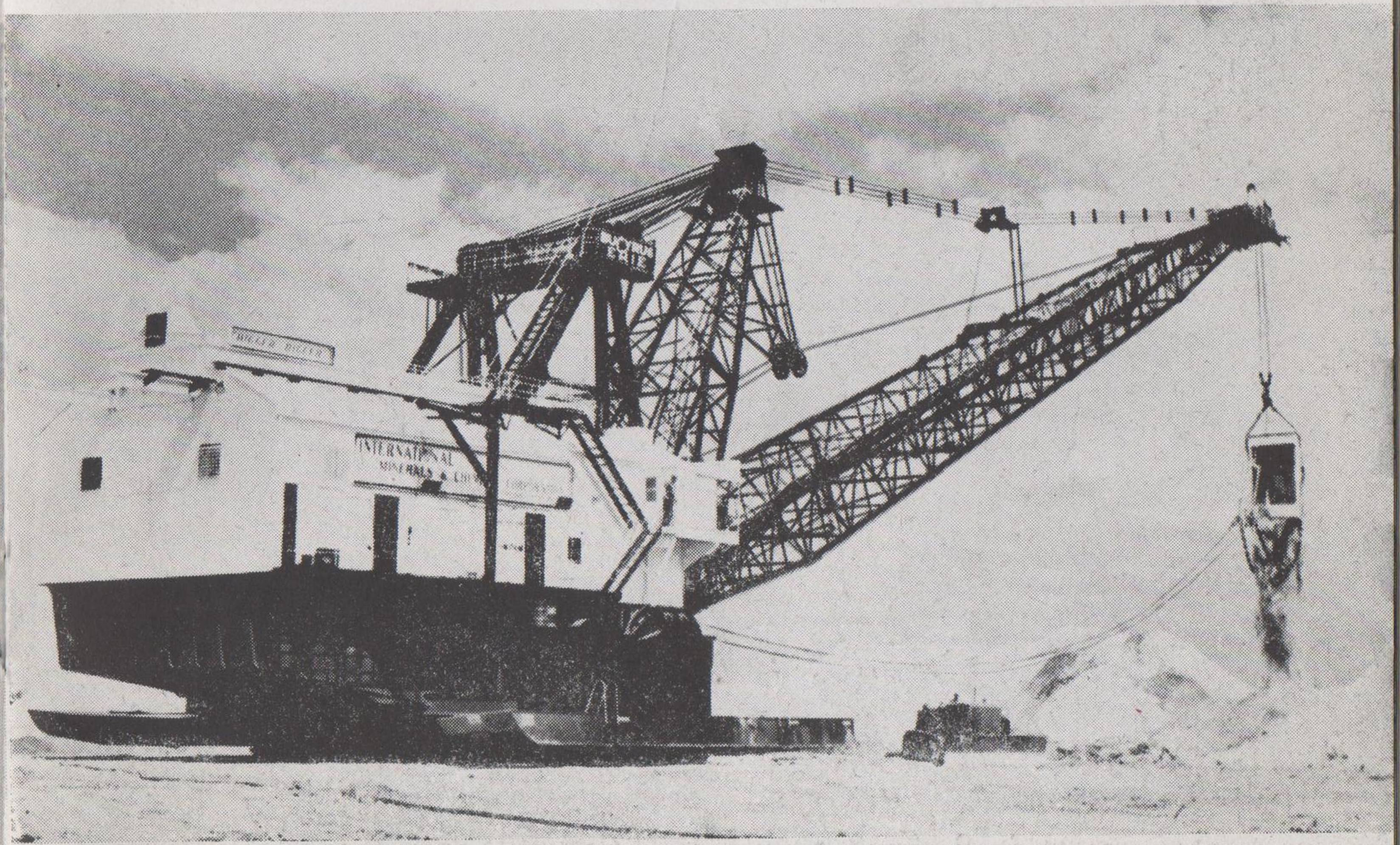


Photo: International Minerals and Chemical Corp.

Maybe it's more food you want. Technology can do that too. All food comes from plants. Plants need phosphate in soil or fertilizer. So we dig the phosphate. Florida supplies 67% of U. S. output. This giant dragline scoops up 32 tons of it once every minute. Its 21 1/2" steel ropes and boom reaches out 218'. Technology is a versatile genie and its operating range is almost unlimited.





Photo: The Sperry Corporation

See what we mean? Here technology licks the tough problem of weighing and sacking fragile, bulky non-free flowing potato chips at predetermined net weights and high speed. This unit fills 23 bags with  $3/4$  ozs. of chips per minute with near zero breakage and waste. Best hand speed is 6 bags per minute. In 1945 the chip industry used 649,535,000 lbs. of potatoes and 13,000 workers.





Photo: The Champion Paper and Fibre Co.

If it's smashing, controlled power you want, technology can do that too. Here's a 'rail-splitter' splitting little ones out of big ones for a pulp mill. Abe Lincoln was a rail splitter once. But that was with human toil and hand tools. Men 'earned' their bread by the sweat of their brow then. Nobody can 'earn' his living now. Technology and power do the work. Think you'll ever go back?



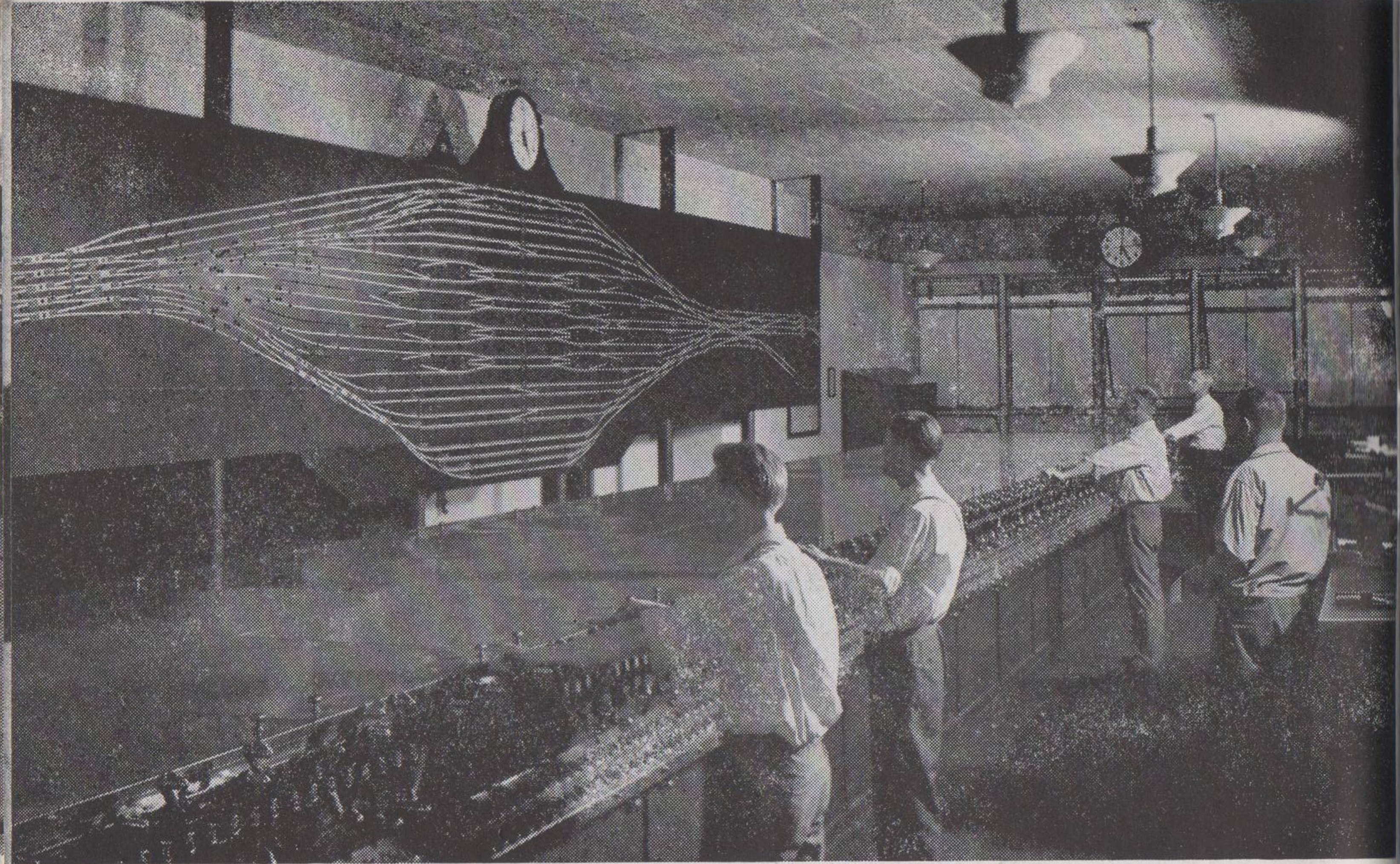


Photo: The Chesapeake and Ohio Lines

How are trains brought into a big city without traffic jams? Here's how it's done in Cincinnati. Incoming and outgoing trains automatically activate lights on this giant track-occupancy chart at Union Terminal. Levermen watch chart light up and throw electronic switches that put train on proper track. No job involving physical laws is too tough for technology. Begin to catch on?

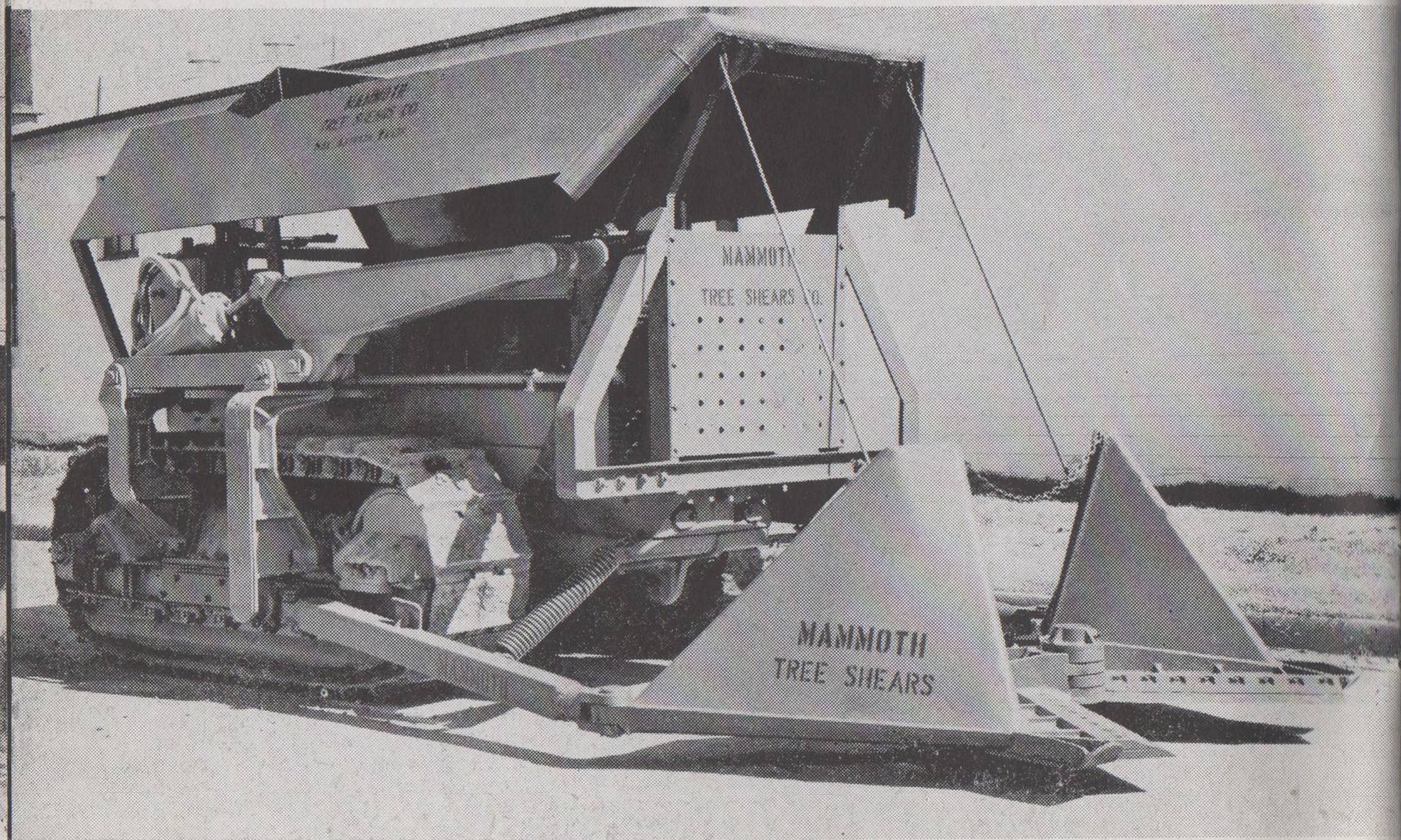


Photo: Mammoth Tree Shears Company

If you want trees cut down, this machine shears them off up to 22" diameter in one second. It moves to and cuts down up to 5 trees per minute. The assembly attaches to all standard track-type tractors. Can be adjusted in height up to 2' and one man does all operating. Saves timber, man-hours and also cuts down total mass purchasing power. Kirk Knight, a Texas farm boy, invented it.



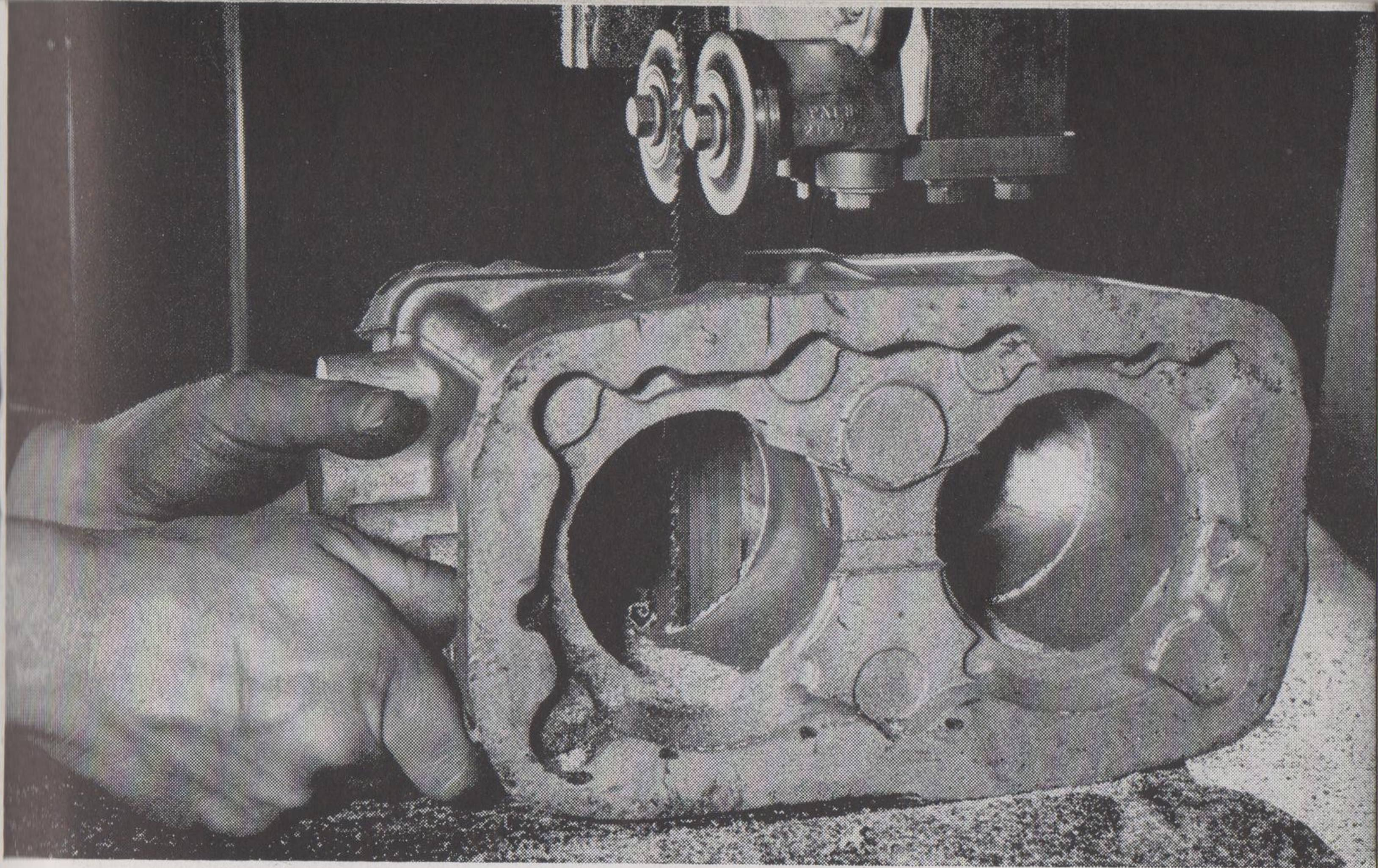


Photo: Continenaal Machines, Inc.

Maybe you need aluminum castings cut to a certain size? This high speed saw is traveling 5000' a minute but has been stopped by stroboscopic light to show absence of vibration. This DoAll unit saws 104 different materials including plastics, plywood, light alloys and sheet metal at saw speeds from 1500' to 10,000' a minute. Yes, technology is versatile, but there's another point.

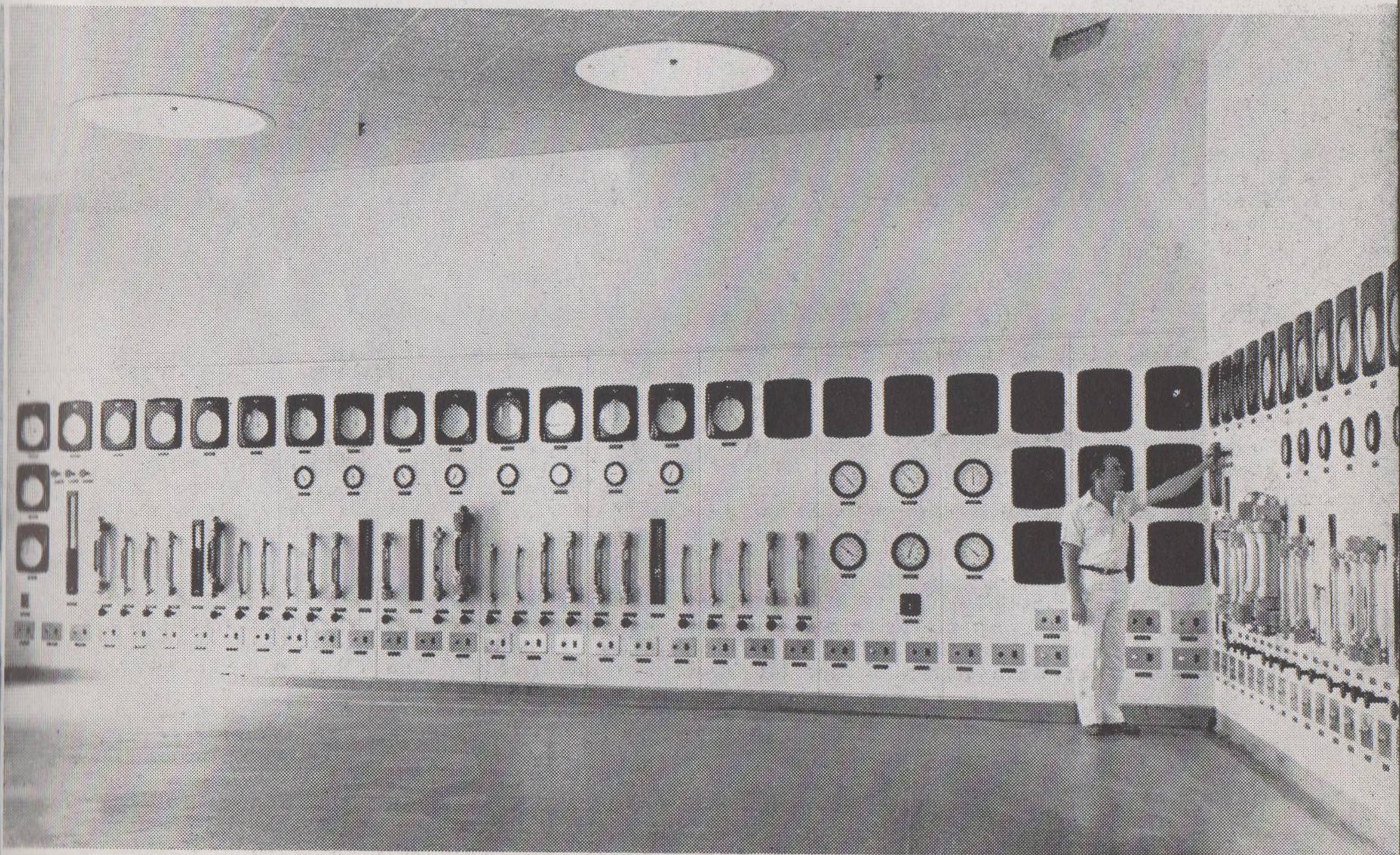


Photo: Joseph E. Seagram and Sons, Inc.

The central control room in the Seagram plant at Lawrenceburg, Indiana. Here 'all pressures, vacuums, temperatures, distillate concentrations, and flows of water, steam and material in process are recorded and controlled.' The point here is that the versatility of technology needs must be brought under social control. If we can do it for liquor, we can do it for the General Welfare.



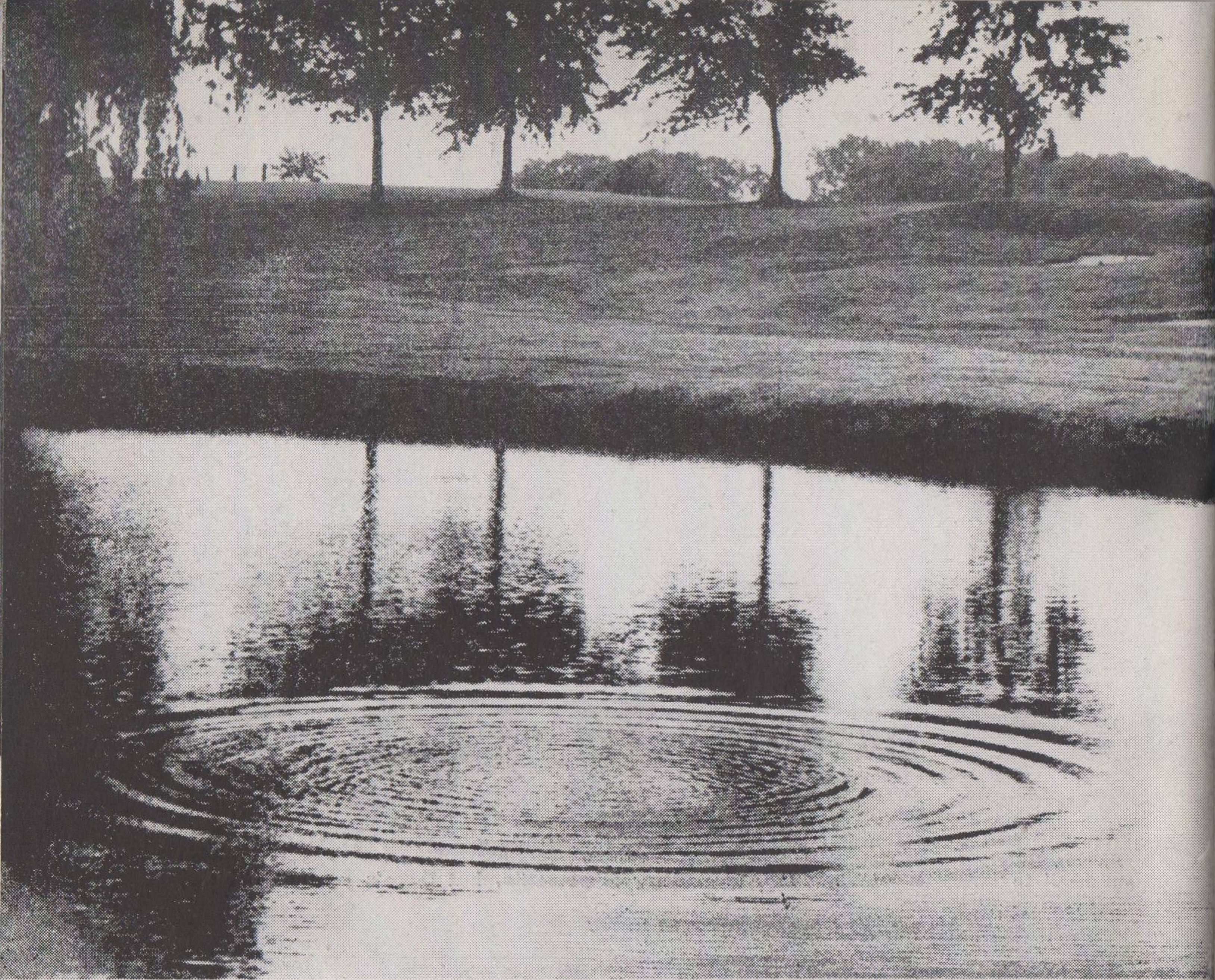


Photo: Stephens-Adamson Mfg. Co.

The impact of technology spreads through our social structure like the ripples on this pond. Ripples are only on the surface. They smooth out when you stop throwing stones in the water. But the impact of technology comes from deep down. It can't be stopped. Each successive wave mounts higher and spreads further. The static age is gone. Let's organize for a dynamic future.

### The Best Friend Any Man Ever Had (Continued from page 25)

The physical field of operations is the special province of science. With its rise in the last few hundred years somewhat more goods and services became available to somewhat more people. This brought about a rise in the level of the General Welfare exemplified by somewhat higher standards of health, education, increased longevity, greater radius of mobility and civil liberties. These are the same goods and services that were notable by their absence in pre-industrial society. Such as they are today, they are the products of technology operating within the limitations of a Price System of trade and commerce. This type of social system is unable, however, to institute widespread ability to acquire these goods and services. The right to consume is not written into the catalogue of 'rights' put out by the Price System. It is in business solely to buy low sell high and keep things scarce enough to command a nice price. This inflexible tyranny of price creates an ever greater inability to distribute; while the continuing impact of technology builds up an ever greater ability to produce. This dual strain is tearing the Price System apart, for these two social forces work in opposite directions. One pulls back to the past; the other pushes forward to the future. The one was already old when Ruth bewailed her lot 'amid the alien corn.' The other came in with the steam engine.

Today, we are capable of setting up an adequate physical life for all Americans. But, the Price System can't stand it. It must have inequality and scarcity in all goods and services that go to make up the physical life of man including education, health, income, opportunity and scarcity, else there is nothing to exploit. Today we have an overwhelming body of intellectual, spiritual, and physical concepts and conditions that demand social change. Right along with it we have a decaying Price System of trade and commerce that makes it impossible. Thus, North America is thrust upon the point of an irrevocable decision. We must either reorganize our entire social system along technological lines to accommodate our social needs, or permit increasing tensions and unbalances to revert it down to a lower level of political-clerical-business authoritarianism. Which shall it be? North America will soon flounder past the last stop-gap alternative and reach the crossroads of its history. Technology stands at the intersection beckoning, as if to say: 'I know what you are looking for; I know where it is; I know how to get it. What do you say, fellows? GOIN' MY WAY?'



# Primer of Technocracy

'Boom and Bust' or Balanced Load?

By Henry Elsner, Jr., 8342-1

## *'Already Walks Tomorrow'*

For countless ages men have struggled with the environment into which they were born. In the past the problems of society, arising out of the actions of man in relation to his environment, were dealt with by philosophers, merchants and politicians. With the advent of the industrial revolution, for the first time in history, an entirely new set of problems was thrust upon society. These conditions, barely noticeable at first, have been brought to the fore through the ever-increasing pace of scientific and technological advances. It is only within the last three decades that this technological revolution has made its full effect felt upon our economic, political, and social life. And it is only within the last two decades that a unique movement has arisen which deals with these problems from a scientific and technological approach. This is the only method which is in accord with the times in which we live. This body of thought is known as *Technocracy*. It is science applied to the social order.

Using the one common denominator, energy, by which production and consumption of goods and services can be measured without resorting to the 'witchcraft of economics,' Technocracy has analyzed the social structure of the North American Continent. It has also drawn the blueprints of a technological society to take the place of this Price System, which is headed toward collapse. Technocracy is not agitating for social change but preparing for it. To this end the Organization conducts study classes

throughout the North American Continent, in which an ever-increasing number of Americans are learning the physical causes of the mounting confusion we daily observe around us and the physical structure of the society which our science and technology make imperative that we install if we are to survive the collapse of the Price System.

Up until the time of the industrial revolution, human society was static. The entire world operated under an economy of natural scarcity, due to the fact that all physical wealth had to be produced by human toil and hand tools. Because there was never enough to go around, a system of exchange grew up, using money to represent the goods being traded in. As the amount of physical wealth remained constant, this system worked quite well for thousands of years. With the introduction of the method of producing goods through the application of extraneous energy (energy obtained from sources other than human muscle-power), a new set of factors entered the picture. Up through the 1800's and early 1900's tremendous industrial expansion took place. The final result, when the period of expansion leveled off in the 1920's here in North America, was the production of such an abundance as to utterly swamp an economic system designed to fit the needs of an economy of scarcity. This is what brought on the debacle of 'The Great Depression.'

Production of an unsalable abundance is the one predominant factor which is forcing our economic system to a halt. It was this production which



caused the periodic slumps of 1893, 1908, 1921, and finally 1929. All of these so-called 'business cycles' (not really cycles at all but oscillations in a mean curve of rising production, each slump approximately 30 percent greater than the one previous), were alleviated by further expansion, until productive capacity once more caught up. This same abundance is the underlying factor behind many of our present troubles. We may expect to see rising inflation, with or without OPA, and prosperity—due to the current shortages, or scarcity; then, as soon as the market becomes 'flooded' with an unsalable abundance, another rock-bottom depression—probably the last one.

Of course, there are other factors, such as technological disemployment, inability to maintain total purchasing power, approaching liquidity of bank assets, mounting discrepancies in income levels, increasing social unbalance, etc. These are only a few more of the trends which presage the coming change.

### *Energy Is Basic*

As the application of science and technology to society has invalidated the practice of exchange, it follows that all the philosophic concepts hinged on such a system must be dispensed with. Hence, in a Technocracy, the concepts of price, debt and value (in relation to the scarcity of an item), would cease to figure in the distribution system. Production and consumption would be measured by the simplest and most stable method possible. We know that with the present plant capacity it is possible to produce and distribute goods and services equivalent to more than \$20,000 annual income for everyone.

We are forced to use the monetary

analogy, but due to the characteristics of money, the distribution of abundance cannot be accomplished by its use. Money is a device to facilitate exchange. It is negotiable; interest bearing; and can be saved. These characteristics render it unfit as a medium of distribution. The function of distribution is opposite to that of exchange. Therefore, a medium of distribution must also have opposite characteristics to a medium of exchange. It must be non-negotiable; non-interest bearing; and non-savable.

The most efficient manner of effecting distribution would be to measure the total number of units of energy produced in a given period, deduct the energy cost of the necessary free services (police, fire department, education, public health, housing, etc.), and divide the remainder by the number of the population and then distribute these energy units to the population in the form of purchasing power. This system would provide every citizen of the Technate with equal, but not identical, purchasing power, and at the same time maintain an accurate measure of consumption. These energy units would be in the form of certificates, which the individual would surrender upon the purchase of an item. As all data pertinent to the purchase would be punched in code letters on the used certificate, a daily record would be kept which would enable production to be kept at a level commensurate with consumption. Under this balanced-load system of operations, the 'boom and bust cycles of the Price System would be impossible.

The administration in a Technate is as unlike anything we have today as are other phases of Technocracy's program. It has no political precedent; it is neither democratic, fascistic, nor communistic. For along with the old



economic philosophies will go the political philosophies. Government will be neither by ballots nor bullets; but, like any technological project, a functional administration. All related industries and services would be divided into sequences. There are about 100, all told. All administrators, at all levels of a given sequence would be appointed from above; candidates being nominated from among the qualified men in the rank below the vacant office. The top directors of all the various sequences make up the Continental Control. These Continental Directors select one of their number as Continental Director-in-Chief. He is the Chief Executive. His tenure of office continues until death or the retirement age of 45 is reached. He is also subject to recall by a vote of two-thirds of the Continental Control. His decisions can be vetoed by a two-thirds vote also.

So far, we have given only the bare outline of one or two points in Technocracy's synthesis. That is all there is room for here. Technocracy does not guarantee to make any one happy. It is not a cure-all for everyone's personal woes, but merely an engineering design for operating the North American Continent. However, it is certain that such vast changes in our society as have previously been touched upon will have their effect on our daily lives. Practically everything man does is the result of his surroundings, using the word in the broadest sense to include all of his experiences, as well as his immediate living conditions. All of us are born with certain instincts, motives and desires which are shaped by our environment.

In a Technocracy, a high standard of living, better education, security and release from toil would lead to a much finer culture and 'higher life' than we have ever before had in our

history. For an excellent exposition of this point, read 'The Culture of Abundance' by E. Merrill Root, available at any Technocracy Section. Let's bring it closer home. How would *you* live your life if you didn't have to worry about where tomorrow's daily bread was coming from; if you were working on a job you really enjoyed doing; and if you did not have to worry about the future?

Why don't you, who are seeking for a solution to the problems of your own lives, approach them from the basis of the problems which face every one of us as members of today's society! In the times in which we now are living, no one can withdraw himself from the rest of humanity and attempt to solve his problems alone. In that direction lies only confusion, social chaos, and defeat. Let us unite and operate in order that we may provide abundance, security and equal opportunity for all Americans. Then we, as individuals, can also have them. It is entirely up to you, the American people.

Technocracy stands ready with a design for Continental Social Engineering which will be installed whenever YOU demand it. Within the framework of that design is the solution for not only nearly all of our collective problems but also nearly all of our individual problems.

Don't take this writer's word for it. JOIN TECHNOCRACY, and INVESTIGATE for yourself!

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A Twentieth Century Fund survey shows that China and India, with 40 percent of the world's population, account for only 2 percent of its manufacturing and 8.4 percent of its imports of manufactured goods.



# Technocracy and Your Trade

The Older Worker

By Organization Division, 8741-1

## *'I'm Trudgin' My Weary Way'*

In December, 1945, the civilian labor force totaled 53,310,000 persons. There were 4,320,000 between the ages of 14 to 19; 5,080,000 between 20 and 24 years old; 23,700,000 in the 25 to 44 year old bracket; and 17,280,000 between 45 and 64 years of age. Last, and also least, there were 2,930,000 workers over 65 years of age, still trying to scabble a meager existence out of the Price System.

In addition to these older workers, there were, at the end of 1945, aside from Social Security and private charity, over 2,000,000 other oldsters existing on Old Age Assistance (relief) of about \$31 a month. This latter group has been driven entirely outside the economic circle. 'Free Enterprise' has no further use for them. They have contributed their last mite. Now they are turned loose to reap the ancient harvest of old age under the Price System, the bitter tea of 'sweet charity.' The number of American citizens enjoying this type of 'freedom from want' increases by about 50,000 every year, according to the Bureau of Labor Statistics. With this in mind, suppose we examine in some detail the prospects facing almost 3,000,000 old men and women, still clinging to a precarious foothold in the economic circle.

Data issued by the Metropolitan Life Insurance Company in August, 1945, reveals that the life expectancy of industrial workers has increased from 34 years in 1889 to 64 years in 1944. A corollary to this increased longevity is the growing proportion

of older persons in the population. The number of persons over 65 years old increases by about 200,000 per year. In December, 1945, the number of workers in the civilian labor force over 45 years of age comprised 38 percent of the total. Those over 65 years old constituted 5.5 percent.

## *'Once I Was Young and Han'some'*

The rise in life expectancy between 1889 and 1944 coincides with the rise of modern technology. Indeed, it is a product of technology and science. It is no longer axiomatic that biological age and chronological age are synonymous. A worker may be much younger, physically and mentally, than the calendar of his years indicates. Dr. Edward J. Stieglitz in *Orientation of the Problem of Mental Disorders in Later Life*, writes: 'a tremendously increased longevity is here. It will probably increase further. . . . The time has come at last when men are living long enough to think. Lengthening of the life span may be either a curse or a blessing.'

If it is left to free enterprise, the increased life span of older workers will not be much of a blessing. The Bureau of Labor Statistics observes:

Progressive increases in the life span of industrial workers at the same time that the tendency in peacetime industry is toward the employment of younger people make the employment problem of the older worker one of increasing difficulty. . . . two conflicting trends become very evi-



dent . . on the one hand, efforts toward retardation of the aging process with retention of full faculties of the workers, and toward their continuance in the working world as long as practicable, and, on the other, the drive toward the elimination of these workers from the labor market with all possible dispatch.

### *'Ticket to Death'*

Just why free enterprise is so anxious to get rid of older workers is not apparent on the surface. Factual evidence indicates that, as a group, they are able to hold their own in competition with younger workers. Monograph No. 22 *Technology In Our Economy* observes: 'Apparently the driving tempo of modern mass production fails to lessen the effectiveness of older workers.' Several surveys are cited in evidence. The Monograph concludes its attention to the older worker by stating: 'If there are obstacles to the employment of older workers, their existence appears to be due to factors other than technology.' It could be that too much experience with the operations of free enterprise might have something to do with it.

The Bureau of Labor Statistics observes: 'The satisfactory war performance of older workers in the rank and file of industry, commerce and public service is a matter of common knowledge.' But war is one thing and peace is another. During war free enterprise is compelled to shelve some of its pet practices and knuckle down to the job of production. One of these practices is the bosses' peeve against older workers. Of course, there's always the magic ointment of cost-plus operations to solve the upset idiosyncracies of management. That helps Mr. Boss to bear his burden. Then, after a while, comes the peace and the per-

sonnel wizards again set up the cry for youth. 'Oh, youth! It is so desirable on the payroll. It doesn't ask too many questions. It doesn't know what the score is. Youth can't see through the barefaced robbery and stumble-bum hocus-pocus of free enterprise. It is interested only in "getting by" and in hell-catting around on Saturday night. Give us youth. Get away, old man, get away.'

So industry kicks out the older worker and forces him into a retirement that in the words of Dr. Martin Gumpert in *You Are Younger Than You Think* constitutes a 'ticket to death.' This practice of modern industry has stimulated a number of well meaning citizens to set up various programs of futility to counteract the basic trends. Among these are the many so-called Forty-Plus Clubs. Before the war there were 38 of these organizations in the U. S. Their object is to find employment for men over 40 years old. Other programs, such as Old Age Counseling Centers and Man-Marketing Clinics, also attempt to reverse the trends in industry. These efforts almost died out during the war. Now they are coming back stronger than ever. They will need to be.

### *Dear Old 'Mom'*

Older women workers face the same problem as the men. In December, 1945, there were 4,540,000 women workers over 45 years of age constituting 26.4 percent of all women employed. The number over 65 years old still on the job was 460,000 or about one-sixth of the total. Older, unemployed women workers also have their organizations, attempting to re-establish them in the economic circle. The Women's Bureau of the Department of Labor and the Women's Advisory Committee of the WMC are



coping with the problem. Most of these efforts for both older men and women workers boil down to something like the following:

1. Retraining programs;
2. Analysis of unused abilities;
3. Exploration of part-time employment opportunities;
4. Psychological counseling services;
5. High pressure merchandizing of experience and ability; and
6. Liberalization of old age retirement provisions.

There is no gainsaying the need of older workers. Nobody wants to be pushed outside the economic circle. Women workers, as a group, won a place in the labor force during the war. In December, 1945, there were 17,180,000 women employed. When the planned muddle of reconversion has played out to its inevitable end and industry gets back to a peacetime basis, the older workers will get the gate first. Women, having always been discriminated against, will lead the parade. However, they will have plenty of company. Norma Bixler in her article *Married Women Workers in the War*, published in the *Antioch Review*, Fall, 1945, issue, put it this way:

Even more certain than any trend is our knowledge that working women, like other minorities, will be the first to lose their employment gains if America is too tragically inept to avoid a post-war depression. But if there is such a depression, the resulting chaos will be complete, so complete that what happens to members of a minority as a minority will be drowned out by what happens to them as members of the whole.

#### *I Pronounce Thee—Incompatible*

There you have it, Mr. and Mrs. Older Worker. Whether we opine that there will be another and greater

depression or not has absolutely nothing to do with it. Whether we hope and pray for or against it weighs not as much as the dot over this *i*. The answer is to be found only in the trend of physical events which is operating in North America, as a result of the advances in science and technology. This trend is unidirectional and irreversible. Its impact upon our social system is producing results that dictate the growing need for social change.

The Answer of the Price System is a series of stop-gap alternatives. Each new one is more futile than those tried before. The Price System cannot adapt itself to the impact of science and technology. The two are physically and psychologically incompatible.

The Price System is organized to carry on trade and commerce by methods of valuation and exchange. This requires a scarcity of goods and services. Technology dictates a social system designed to produce and distribute abundance. Obviously, we cannot have trade and commerce for the purpose of exchange by methods of valuation and production for the purpose of distribution at the same time. We cannot have a system of both scarcity and abundance simultaneously. In both cases one concept negates the other. This incompatibility is at the root of our host of growing social problems. None of them can be solved under the Price System. Instead, no matter how much we hope or pray or moralize for a better life, these problems will continue to get worse. Among them the problem of the older worker is peculiarly pathetic.

#### *'Throw Out The Lifeline'*

All his life he has served in the vineyards of free enterprise. Now that his hair is turned gray and the impulse to go out hell-catting around on Satur-



day night has become converted into slightly less zany channels, he gets marked up for retirement. It matters not that his dependability, experience, and often skill, has grown apace with the years. It matters not that he needs his job nor that his integrity as an individual is at stake. Good old free enterprise is deaf, dumb and blind to everything except the mark-up scale on the profit sheet right in front of its nose. This says that he must be cast outside the economic circle and be given a choice between the stinking slop of private charity or outright starvation. His number comes up and out he goes. No wonder the doctors call retirement a 'ticket to death.'

It's not the retirement that is fatal, but the state of lonely uselessness into which the older worker is driven. This type of enforced idleness with scarcity is deadly enough to break down the social morale of young men and women, as we witnessed during the last depression. No wonder it is fatal to older workers. Younger people, at least, have hope to sustain them. When the older worker is kicked out, his hope dies and the urge to live flickers out like a candle robbed of its oxygen.

### *Write Your Own Ticket*

If the older worker will take time out to indulge himself in the rare treat of subjecting his personal problem to a physical analysis, leaving out all the moral, political and economic angles, he will be gratified to learn that there is a way out for him. It is necessary only to reflect that North America has the Men, Machines, Resources and Know-How to install a technological system of production for the purpose of distribution. Let him examine the analysis and synthesis worked out by Technocracy Inc. Let him read Technocracy's literature, attend the Or-

ganization's meetings, sit in on its Study Classes, check up on its record, standing and authoritative position in American life. If the older worker will do these things, he can tear up his 'Ticket to Death' and write himself a new ticket. It will be a ticket to abundance, security, distribution and equal opportunity from birth on to the natural end of life that comes to all men.

The overall social program worked out by Technocracy is the only program that can possibly solve the older worker's individual problem. The reason why this is so is because Technocracy is a scientific program, based upon the physical factors operating in modern society. There is only one possible correct answer to the social dilemma of North America. Technocracy has no patent on it. It merely happens that Technocracy was the first in the field. It launched and carried out the first scientific investigation. Its findings have never been seriously challenged. After all, the facts can only add up in one way. The solution of the older worker's problem is bound up in the findings of Technocracy. No ham and egg plans or old age schemes will avail. They are all Price System rackets. There is only one way to do the job. That is to install a social system that will produce an abundance of goods and services with a minimum of man-hours of labor.

### *The Life of Riley*

Nobody likes to work for the sake of work. It's a good thing, too. For, one of the dictums of Technology is that the only way to produce more is to work less. When we install a social system of production for the distribution of abundance, the necessity to work will decrease. Right today the 23,700,000 workers, between



a new period of enjoyment of life with travel, hobbies, study, etc., while the individual is still young. This part of Technocracy's synthesis is one of the most attractive features of its entire program to the older worker. However, it was not put there as bait to attract the support of older people. It is a necessary part of the operational design. The only way to produce more in this Power Age is to work less. The older worker must understand this and then get busy and do something about it.

What has to be done is to spread the word around to ever more and more citizens. The older worker must learn this, and then tell it to all the young workers he knows. Young people have a lot of faith in the judgment of their elders. Young people have more zest for striking out on new paths. They are less inhibited and can get more work done. The older worker can serve his own interests by learning and spreading Technocracy. 25 and 44 years old, in the civilian labor force as of December 1945, could produce an abundance of goods and services for the entire 140,000,000 citizens of the U.S.A. if they were organized along technological lines instead of Price System lines. The only way Abundance and Security can be achieved is by utilizing a maximum of technology and a minimum of man-hours of labor. What America needs is not 60,000,000 jobs and scarcity, but only 20,000,000 jobs and abundance.

The social design worked out by Technocracy requires retirement, not at 65 years of age but when 45 years young. It requires not penalization to enforced idleness with scarcity (\$31 a month) but release from public duty with ample purchasing power. It requires not relegation to a withering, useless old age but elevation to

The job that has to be done in North America to install a system of abundance and security is a big job. It will take a lot of doing.

### *Join The Technological Army*

There is a place for all citizens, young and old. It won't be accomplished in a day, or a week or a month. But from the very first minute that We, the People of North America decide on such a system, then security for all will spread over this broad Continent like the daylight spreads when the Sun rises in the morning. We won't have to wait for that. There'll be no more starvation, no more bitter charity, no more lost hopes. Every citizen can look every other one in the eye and tell him where to get off, if necessary.

The job of providing abundance for all will take a bit of time. Industry will have to be reorganized and coordinated. There is much physical work to be done on the terrain of North America. Free Enterprise has almost ruined this Continent. What has to be done is known. The plan has been worked out. How it must be done is known. The trend of physical events will soon furnish the compulsion to do the job. It's either that or chaos, either a new America or a New Dark Age of Social Fascism. Technocracy faces the future with confidence. It invites older workers to investigate. Then they too can face the future with confidence.

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Concern about the Hereafter is a pure waste of time for two reasons. (1) if there is none, no one will ever discover it. (2) if there is, we will have all eternity in which to get acquainted with it.

\* \* \*

Facts are the raw material of correct judgment.



# Technology Marches On

You Can't Go Back

By Research Division, 8741-1

## Agriculture

### Horses and Tractors

Some of the compulsion behind technology is illustrated in an article in the *Farm Journal*, August, 1946, by True D. Morse, President of Doane Agricultural Service, Inc.

He cites the case of a central Illinois farmer who kept records for five years on the comparative cost of horse vs. tractor operations. 'Cost for horses per hour was 13.38 cents. Tractor cost per hour was 47.47 cents. But the tractor *did the work of eight horses*, so the comparative cost per hour was \$1.07 for eight horses, and 47 cents for the tractor.'

Another case of a dairy farmer in Ohio is cited. 'He replaced his team of horses with a tractor, and added two cows to the herd to use the pasture and feed formerly used by the horses. Here are his figures:

'Cost of keeping team of horses . . . . .	\$182.49
Cash returns from two milk cows . . . . .	238.50
<hr/>	
Amount available to pay for tractor use each year . . . . .	420.99
Operating cost of Tractor . . . \$113.99	
Depreciation      121.22	235.21
<hr/>	
Net Gain . . . . .	\$185.78'

Tractors break down occasionally. So do horses;; they get sick. Tractors do not have to be fed, watered, curried, harnessed, unharnessed, nor their stalls cleaned out once or more times a day. Besides, horses are more unsafe. In 1938 the Illinois Agricultural Association tabulated newspapers' reports of farm accidents in Illinois. Horses caused nearly twice as many accidents as tractors.

### Pass The Spuds, Please

Idaho will use 2,000 less migratory laborers to dig potatoes this fall. Reason? The potato 'combine.' This machine digs potatoes, shakes them clean of dirt and sacks, or crates them at truck height for easy handling. 'A crew of five older men, women, or children, can do as much in a day as an able-bodied 12-man crew of hand-pickers. It reduces harvesting time 10 to 15 hours per acre. . . . Time between digging and sacking is reduced to seconds by the machine, and it does away with chances of sun scald or of frost damage to potatoes.'

The potato 'combine' was home-built by inventive farmers in nine different states during the war to help combat the labor shortage. They are being manufactured commercially now by at least five companies. (*Farm Journal*, September, 1946). Ed. Note: See *Technocracy Study Course Book*, bottom of page 149 to center of page 151.



## Transportation

### *The Diesel Horse*

The American Locomotive Company recently produced its 75,000th locomotive. It was a 6,000 hp. diesel-electric. This locomotive was the first produced on an assembly line by mass production methods. The company expects to turn out one a day within a few months and as soon as the shortage in steel and equipment is overcome, it expects to reach a capacity of three diesel-electrics per day. 'This marks the full-scale introduction in the locomotive industry of standardized units assembled by mass production methods as compared to the made-to-order methods use in the construction of steam locomotives.' (*Wall Street Journal*, September 11, 1946).

### *More With Less*

Eighteen boring mills for boring out the hubs of freight car wheels formerly used in the three freight car

plants of the Pullman Standard Car Mfg. Co. have been replaced with three new automatic boring machines designed by Pullman engineers. Railway car wheel output has been boosted tenfold. The old units bored out about three wheels an hour. The new one turns out 43. 'The machine drills, finish-bores, and chamfers the hole, then slides the completed wheel out of the way while bringing in a new one. Using carbide-tipped tools, the machine feeds a rotating combination drilling and boring tool into the hub of a stationary car wheel instead of rotating a car wheel under a stationary drill.' The finished hole is perfectly concentric with the outside circumference of the wheel. After the job is set up all phases of the cycle of work are pushbutton-panel controlled. The development is said to be revolutionary. (*Business Week*, August 31, 1946). *Ed Note*: See *Make Way for Social Change*, top of page 26.

## Retail Business

### *How About The Onions?*

By the drop of a dime and the push of a button, hot dogs, hamburgers, and grilled cheese sandwiches will be electrically toasted and dispensed by an automatic canteen developed by the General Electric Co. and the Automatic Canteen Co. of America. The machine looks something like a soft drink or cigarette machine. It has a glass window in back of which is the electronic heating unit. The hot dogs, hamburgers, and cheese are sandwiched in buns which are enclosed in sanitary containers and held on individual trays. The hamburgers and hot dogs

are precooked. The selected item, after being electronically toasted, drops through a glass door into a compartment below. Much experimentation was required before the proper frequency was found which would develop uniform adequate heat in bun and meat without charring one or the other. The manufacturers advise that this development does not signify that electronic cooking equipment for the home will be available in the near future. Much more experimentation is needed. *Electronics*, March, 1946. *Ed. Note*: See *Northwest Technocrat*, Vol. 9, No. 100, page 7.



## Manufacturing

### Steel Technology

A major revolution is brewing in the technique of iron and steel production. It revolves around the use of oxygen instead of air in operating blast and open hearth furnaces. Air Reduction Company announced that successful tests of the new method had been made in a 150-ton open hearth furnace of the Steel Co. of Canada at Hamilton, Ontario. The tests were witnessed by operating executives of several American Steel Companies. The method 'cuts down scrap melting time in open hearth furnaces, and permits higher output with less coke in blast furnaces. Net result is more production per unit.' No extra capital equipment is required and the method has no adverse effect on furnace linings. The oxygen used does not have to be as pure as commercial oxygen. Airco calls it 'tonnage oxygen.' No details of the method have been revealed but it is said that the oxygen is introduced into the furnace in a 'novel way' to produce a controlled flame. The method is said to be good enough to compete with free air in steel making. It is predicted that most blast furnaces will be converted to oxygen within a year to eighteen months. (*Business Week*, September 7, 1946.)

### Automobile Facts

'Chrysler is reported to be planning a new axle line at a cost of \$1,000,000 that would be fully auto-

matic, including the loading of parts and unloading of the finished items.'

Buick has a new device that simultaneously gauges the bore diameters of an eight cylinder engine block at 32 points in less than 60 seconds. It doubles production speed and takes up less floor space than the gauging devices formerly used.

By rearranging machines, mechanizing materials handling and eliminating hauling from station to station in the factory, one Detroit supplier to the machine tool industry has completely eliminated physical handling in the making of its product. 'The company is getting 22½ percent more items each day from the same machines with the same workers.'

New type gear cutting machines that cut all of the teeth on a gear simultaneously and are up to 12 times as fast as methods now in use are being installed by various manufacturers.

'Much of the new high-volume equipment that has been ordered, or already delivered, to the automobile industry will go into operation when large scale model changeovers take place, probably next Spring. . . . Faced with higher wage rates along with a slump in efficiency production executives are testing every device or process that gives promise of increasing volume.' (*Chicago Journal of Commerce*, August 5, 1946). Ed. Note: See Man-Hours and Distribution, middle of page 10.

## Management

### What! No Voting?

A partially mechanized system has been used to select 9600 permanent officers for the U. S. Army. The Army states that they are 'the best

selected leaders in the world today.' Here's how the story goes.

Last winter Congress authorized 9600 permanent Officers above the normal peacetime level. The War De-



partment undertook to fill the commissions from 800,000 temporary war commissions. It got 108,000 volunteers. Physical tests and withdrawals cut this to 81,000. Then the new system went to work. Dr. Edwin Henry, Chief psychologist for personnel research, outlined the following qualifications necessary for appointment:

1. Must be in the upper 15 per cent in intelligence;
2. Must have had the equivalent of two years in college;
3. Must have a high and versatile learning ability;
4. Must be very stable under pressure;
5. Must be mature emotionally;
6. Must have performed well under wartime conditions; and

7. Must have the habit of saving money, even a little.

All candidates were rated on the basis of:

- a. Information supplied by themselves;
- b. Evaluations by Officers with whom they served.
- c. From interviews by senior officers; and
- d. From comparison with Officers of known ability.

Score sheets were worked out for each candidate. These were sent to Washington and *run through a machine*. The final score determined the candidate's place on the list. Some leeway was allowed for specialists. (*Chicago Times*, June 23, 1946.) *Ed. Note:* See *Technocracy Study Course Book*, middle of page 221 to upper middle of page 224.

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## *Saint with Feet of Clay*

At the outbreak of war, the U. S. Government tried to induce private insurance companies to write policies covering property loss within the U. S. by war damage. The companies balked. They demanded prohibitive premiums. They said that they had no experience in that field and couldn't afford to take chances. That was one of the dumbest mistakes ever made by private enterprise. So Uncle Sam had to do the job himself. He organized the War Damage Corporation under the RFC and assumed liability for \$140,000,000,000 worth of property. Policies were issued and \$268,000,000 collected in premiums. Only \$328,823 was paid out in damages and about \$42,000,000 in all other expenses, leaving our dear old Uncle with a neat profit of about \$225,000,000 to tuck away in his bureau drawer. We wonder if this could be one reason why the free enterprisers call them bureaucrats.

"For over a century Adam Smith was popularly regarded as the patron saint of the established economic order, the guardian angel of things as they were. Let any man propose a law that would restrain the right of a capitalist to crush his competitors, monopolize his industry, and charge all the traffic would bear, or the right of an employer to work men, women, and children fourteen hours a day at near-starvation wages under miserable, dangerous conditions—let any man do so, and businessmen, lawyers, politicians, judges on both sides of the Atlantic could be counted on to leap up crying: Adam Smith says No! Let government keep its hands off business! *Laissez Faire!*"—(*Fortune*, July, 1946).



# *Each in His Own Tongue*

By Publications Division, 8741-1

## **Voice of the Price System**

### *If You Can't Lick 'Em, Join 'Em*

Eighty-five per cent of a corporation's strength is in the foremen. The most capable presidents, engineers and the finest brick and mortar, machines, patents, salesmen are all secondary. They can become valueless if management policy does not keep foremen as a virile part of management in fact.

H. Woodhead, president of Consolidated Vultee Corporation, in an interview at the 23rd annual convention of the National Association of Foremen held at St. Louis (as quoted by Phil Hanna in the *Chicago Daily News*, September 16, 1946).

### *Tail Wags The Dog*

I'll tell you what makes America great—what really makes it great. America has the greatest unified standardized market in the world. More people want the same things at the same time than anywhere else in the world, and that gave us mass production. How did that come about? It came about through national advertising—creating wants in people's minds and then developing those wants.

Tom Beck, president of the Crowell-Collier Publishing Company, in an address before the Milwaukee Ad Club (as quoted in the *PCA Capitaliner*, a house organ of Capital Airlines for June, 1946).

### *Pressure Group Blues*

It has got to the point where organized labor can't do a thing without government interference.

Alexander F. Whitney, president of the Brotherhood of Railway Trainmen (as quoted in the *New York Times*, June 17, 1946).

### *How About John Q. Citizen?*

Directors should not wait until the end of the year before determining what shall be taken from the profits for officers' salaries and then pass on to the stockholders what remains. If such conduct were approved directors might soon forget that companies are operated primarily to make money for the stockholders and not for management.

From a decision of Common Pleas Judge Stanley L. Orr, at Cleveland, in a case brought by Godfrey Holmes, a shareholder of Republic Steel Corporation, who charged that directors exceeded their authority in granting extra bonuses at the end of the year not provided for in salary agreements (as quoted in the *New York Times*, August 11, 1946).

### *Liar By The Clock*

NAM still opposes OPA because it restricts the freedom of the American people and substitutes the price judgments of a few super-bureaucrats for the judgments of forty million American housewives who have given us a four-week demonstration of their own ability to control prices.

Robert R. Wason, President of the National Association of Manufacturers, in a press statement quoted in the *Chicago Times*, July 26, 1946. *Ed. Note:* In the four-week period men-



tioned by chief free enterpriser Wason, there was a 25 percent rise in wholesale food prices and a 20 percent rise in retail prices according to the U. S. Department of Labor.

### *Fascism's Where You Find It*

The men on trial in Nuernberg by an illegitimate kangaroo court, acting without any legal authority, could have been tried and convicted legally in the courts of many countries. The court at Nuernberg is fabricated to carry further the precedent of the conspiracy trial in Washington, a conspiracy on the part of federal agents to imprison American citizens in violation of the Constitution.

Colonel (Ex) Robert R. McCormick, editor and publisher of the *Chicago Tribune*, in a speech at the Illinois State Fair at Springfield, August 15, 1946 (as quoted in his own sheet, August 16, 1946).

### *Defender of What Faith?*

... extreme left elements are using the denazification laws to destroy

Germany's leading classes of educated men. There is something bolshevistic about it. It is unjust that a man's life should be ruined, that he should lose his career and property because of a political mistake.

Bishop Theophil Wurm of Wurttemberg, 78 year old chairman of the Evangelical Church of Germany (as quoted in *The Nation*, September 16, 1946).

### *Poor People Take Notice*

Because poverty and slums occur together, it has been quite a common assumption that the slums are caused by the poverty. This is not always the case. Poverty is not always the cause of slums. Some people live in slums not *because* they are poor, but *for the same reason* (italics theirs) they are poor—that is, a deficiency in their character.

From an editorial in *The Covenant Voice*, published by the Kingdom Gospel Institute, Chicago, July 1946 issue.

## **Voice of Technology**

### *Father of Free Enterprise*

People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices.

Adam Smith (1723-1790) in his book *The Wealth of Nations*.

### *Mutiny On The Bounty*

Our own government is based on a system of checks and balances deliberately set up by the founding fathers to prevent privileged minori-

ties from being outvoted. The framers of the Constitution erected elaborate safeguards against majority rule sufficient to make Molotov green with envy.

Kenesaw M. Landis II, in his Column in the *Chicago Sun*, August 14, 1946.

### *The Birds Have Nests*

The activities of all three (Nt'l Home Builders Ass'n; Nt'l Ass'n of Real Estate Boards; U.S. Savings and Loan League lobbies) are directed to blocking any legislation which would provide good low-rent housing and thereby interfere with the fat



profits gained by keeping unsanitary slum shacks and dark slum rookeries crowded with tenants. These are the men who have successfully led the fight to kill low cost housing and to bring about the shortage of homes by which slum-owners are profiteering today.

Nathan Straus, former head of the National Housing Administration and a wealthy New York business man, in an article reprinted in part by *Labor*, January 12, 1946.

### *No Tree Grows To Heaven*

Capitalism has one inexorable law which can't be ducked. That's the necessity for a constantly increasing rate of production. Naturally, this means that there has to be a constantly increasing rate of consumption of the goods which the capitalist plant produces. . . . Believers in capitalism who refuse to face these facts are their own worst enemies.

Extract from an editorial in the *Chicago Times*, September 9, 1946.

### *Price System Conditioning*

Children who attend only one movie a week do not lie, cheat or steal as often as those attending two a week. These facts were brought out by the epoch making "*Studies in Deceit*" by Hartshorne and May, Yale psychologists.

Albert Edward Wiggam, D. Sc. in his column 'Let's Explore Your Mind' in the *Chicago Daily News*, September 19, 1945.

### *Energy Is Basic*

The story of the liberation of man from the drudgery of prolonged hard physical labor is the story of the development of machines. All earlier civilizations were based to a large extent upon the institution of slavery. Slavery as an institution, except perhaps in time of war, is a

thing of the past, not because it was immoral or cruel, but because modern machines are more efficient, need fuel only when actually working, are tireless, and, most important, are cheaper to operate than slave power.

From the first paragraph of Chapter 19, page 346 of *The Story of the Physical World* by Nicholas D. Cheronis, James B. Parsons and Conrad Ronneberg of the Chicago City Colleges.

### *Men Need Science Too*

It's a delusion to think all you have to do is to make man good and society will automatically be good. Preachers can't save the world. Nor can economists, politicians or philosophers. The issues are many sided and everybody's got to help. The church, by preaching "All men need God's forgiveness" can help free the world of the "holier-than-thou" attitude that, for instance, affects U.S.-Russia relations.

Joseph Haroutunian, professor of systematic theology at McCormick Theological Seminary, Chicago, in answer to the question: 'How Can the Church act to prevent another war?' which was discussed at the 17th annual conference for Ministers at the Seminary August 1, 1946 (as quoted in the *Chicago Daily News*, August 2, 1946).

### *Our Fathers Brought Forth*

Freedom of religious belief necessarily carries with it freedom to disbelieve, and freedom of speech means freedom to express disbeliefs as well as beliefs. . . . immunity from criticism is dangerous—dangerous to the institution or belief to which the immunity is granted as well as to the freedom of the people generally. . . . however strongly we may feel about the sacredness of religious beliefs, we should be mindful of the fact that immunity from criticism



cannot be granted to religion without, at the same time, granting it to those who use the guise of religion to further their ends of personal profit or power.

Extract from unanimous ruling by the Federal Communications Commission, written by Commissioner Clif-

ford J. Durr, and handed down in August, 1946, in the case of Robert Harold Scott of Palo Alto, California, who petitioned the FCC to revoke the broadcasting licenses of three radio stations that had refused him time on the air to discuss atheism. (As quoted in Carrol Kilpatrick's column in the *Chicago Sun*, July 27, 1946).

## ***Enter under Overhead Costs***

'The total cost of preparing for and fighting American wars from the Revolutionary War to 1921 was approximately \$52,000,000,000. Of this total, the Revolutionary War accounted for \$500,000,000; and the combined cost of the Civil War to both the Union and the Confederacy was \$14,000,000,000. The cost of World War I to this country for the period up to 1921 was \$33,000,000,000. The remainder consists of expenditures for the War of 1812, the Mexican War, the Indian Wars, and the Spanish-American War.—

'Expenditures for military pensions and other compensation to veterans from 1790 to 1945 amounted to \$27,000,000,000, of which \$9,300,000,000 was spent before World War I. As might be expected, the largest outlay for military pensions prior to World War I was for the veterans of the Civil War, namely, \$7,600,000,000.—In the light of past experience, it seems probable that pensions for World War I veterans will increase rapidly in the ensuing years and that a heavy burden of such payments for the veterans of the last war may be expected as time passes. If the veterans of the last war receive treatment comparable to that accorded World War I veterans, it is estimated that the cost will be \$40,000,000,000 in the next twenty-five years.

'If allowance is made for interest on the public debt incurred during the World War I period, the total Federal costs to date incidental to American wars amount to approximately \$414,000,000,000. A

sum of this magnitude is almost beyond comprehension, but it becomes more meaningful when related to other facts. The total wealth of the United States in 1940 has been estimated at \$300,000,000,000—an amount substantially below the total cost of our wars. Wealth, it should be noted, includes all farm lands and improvements, private homes and furnishings, personal effects, factory buildings and equipment, stores with their equipment and stocks of merchandise, transport facilities, public works, and numerous other items that have value.

'It is appalling to realize that we have spent more for wars since 1789 than has been accumulated during that time in the form of wealth. Approximately 85 per cent of the total Federal expenditures from 1789 to 1945 went for purposes connected with war. (From the March, 1946 issue of *Illinois Business Review*, published by the Bureau of Economic and Business Research, University of Illinois.)

“The accusation brought against it (pragmatism) of childlike trust in science omits the fact that it holds that science itself is still in its babyhood. It holds that the scientific method of inquiry has not begun to reach maturity. It holds that it will achieve manhood only when its use is extended to cover all aspects of all matters of human concern”—John Dewey, President emeritus, New School for Social Research, in his latest book *Problems of Men*. (as quoted in the *New York Times Book Review*, June 9, 1946).



# So Wags the World

Fascism (Social Reaction) and Anti-Fascism (Technology)

By Research Staff Great Lakes Technocrat

## NORTH AMERICA

### U.S.A. (Social Reaction)

'Liberal minded' congressmen, educators, 'sociologists' and both the C.I.O. and A.F.L. have endorsed the Mead-Aiken Federal Aid to Education Bill (S. 717), still pending in Congress.. The bill would appropriate \$300,000,000 annually to the schools of the U.S., including parochial schools of all denominations, 'for the construction of buildings, transportation, libraries, textbooks, health programs and other projects.' Evidence brought out in hearings on S. 717 show that five-sixths of all non-public schools in the U. S. are sectarian Catholic (Roman) schools.

Ostensibly designed to raise the level of education, the bill actually aims to revert mass education backwards to the pre-1791 system, and put in again under clerical auspices supported by the State. Separation of Church and State has been, from the beginning, one of the basic tenets of American civilization. For the first 119 years of our National history, only one State enacted a law requiring Bible reading in the public schools. Today 12 States have statutes requiring it and 7 permitting it.

The reversionary movement developed largely after World War I under the influence of various Protestant fundamentalist sects, the Ku-Klux Klan, and the Catholic (Roman) church. Of these groups the Catholics (Roman) have been the most persistent in attempting to turn the clock back. Paul L. Blakely, S.J. in his book *'May an American Oppose the*

*Public School?'* states that a Catholic (Roman) 'can find no tolerance for the opinions that education belongs primarily to the civil power, that the schools belong to the state.' The book bears the imprimatur of the late Cardinal Hayes. Canon 1374 of the Catholic (Roman) Church states: 'Catholic children must not attend non - Catholic, neutral or mixed schools; that is, such as are also open to non-Catholics.'

The American free, non-sectarian, public school system has been called 'the greatest cultural achievement of the United States.' It took a long struggle to establish it. One of the first victories was won by James Madison and Thomas Jefferson. In 1784 Patrick Henry introduced a bill in the General Assembly of the Commonwealth of Virginia to 'establish a provision for teachers of the Christian religion.' Madison opposed it and declared it 'obnoxious on account of its dishonorable principle and dangerous tendency.' He wrote a leaflet against Henry's bill entitled *A Memorial and Remonstrance*. Here is a quotation from it:

It is proper to take alarm at the first experiment upon our liberties. We hold this prudent jealousy to be the first duty of citizens, and one of the noblest characteristics of the late Revolution. The freemen of America did not wait till usurped power had strengthened itself by exercise, and entangled the question, in precedents. They saw all the



consequences in the principle, and they avoided the consequences by denying the principle.

Madison's warning defeated the bill and brought about the passage of Thomas Jefferson's 'Act for Establishing Religious Freedom.' This Act became the basis for the complete separation of Church and State in regard to the public school system. The first amendment to the Constitution went into force in 1791.

Since the above was written S. 717, after extended hearings in the Senate Committee on Education and Labor, was reported back unfavorably to the Senate. Senators Mead and Aiken got busy and put a second and similar bill into the Senate hopper on May 16, 1946. It is numbered S. 2207. The provisions of S. 2207 are 'involved, complicated, and insidiously worded' so as to circumvent the first amendment to the Constitution and the Constitutions of the several States. The motto of pro-fascism is 'If you don't succeed at first, lie, lie, again.'

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### *U.S.A. (Technology)*

A small distillery about as big as a kitchen stove turned out 7½ gallons of 95 percent alcohol daily from 3 bushels of corn at the National Chemical Exposition held recently in Chicago. The unit is the product of Joseph E. Seagram and Sons, Inc., distillers. The equipment is a continuous process unit and is said to be almost a miniature of Seagram's big distillery at Louisville, Kentucky. The implications of this development are various and important. Technology is taking another step forward along the following lines:

- a. In compensating for the depletion of petroleum reserves;
- b. In providing a way to eliminate

the waste of farm products involved in fruit and grain spoilage by converting it into fuel;

c. In making mechanized agriculture more self-sufficient, less tenuous and less dependent on other industrial sequences;

d. Providing a means to prevent the complete collapse of food production with attendant mass starvation in the event of prolonged social violence with its disruption of flow lines which might accompany the collapse of the Price System.

Of course, this is predicated on the wide adoption of the development. Nevertheless, the potentialities are there.

The little unit is capable of turning corn into alcohol in 11 hours, compared to a fermentation cycle of 48 to 60 hours in commercial distilleries. The shorter production time is the result of a new step in the fermentation cycle, called 'acid hydrolysis.' The operations go something like this.

Grain is ground to desired fineness, then mixed with warm water and sulphuric acid to make a mash. The acid acts in the place of malt to convert the grain starches into sugar. The acid mash is then pumped into a steam jet heater, where it is instantly heated to 350° F. by steam. It is held there long enough to finish cooking and convert the starch into sugar, about three minutes. The mash is then cooled to 212° F. and its acidity adjusted with calcium carbonate. After being cooled further to 85° F. it is pumped into the fermenter and inoculated with a pure yeast culture. After fermenting the mash is pumped into the distillation system and the alcohol drawn off.

The stillage (leftovers) makes excellent cattle and hog feed, either wet or dried. Only the carbohydrate por-



tions are used and the nitrogen and minerals are returned to the soil in feed or fertilizer. So far only corn has been used in the still. It is said that it would even be easier to distill cull fruit, sweet potatoes and sugar cane since there would be one less step in the process because fruits already contain natural sugar. Corn yields around 150 gallons of alcohol per acre, sugar cane 400 and sweet potatoes 500.

During the war, the Seagram Company designed a larger mobile distillery built on five railroad cars to convert farm products into alcohol. It is now

working on a box car unit that can produce up to 2,000 gallons a day. Straight alcohol cannot be used in present type engines efficiently. However, International Harvester Company has adapted tractors to use alcohol by equipping them with high compression pistons and changing carburetor floats from cork to metal. The Scania Manufacturing Company of Arlington, New Jersey, has designed a new type engine for use with alcohol. It is said to employ two opposing pistons in one cylinder. Chemurgic experts are enthusiastic about the Seagram process.

## ASIA

### *Philippines (Social Reaction)*

When the Axis Pact of Fascism was crushed and the several Governments-in-Exile restored in their respective countries, steps were at once taken by them to punish traitors. Norway, Holland, Belgium, France, Italy, Yugoslavia and other countries rounded up the quislings who had collaborated with fascism and dealt with them as they deserved. This happened in nearly all the countries invaded by the Axis, all except the one Nation that brags about being the most Democratic of all, our own country, the good old U. S. A.

This great nation, whose technological power defeated the fascist conspiracy, is also the only country that, instead of punishing its collaborators, actually elevated them, almost en masse, to the highest offices in the land. This happened in the Philippines. Please remember that up until July 4, 1946, the Philippine Islands were a Colonial possession of the United States and as such an integral part of its sovereign territory.

The kingpin quisling of the Philippines is Manuel Roxas, the President. When Roxas was captured by the Japanese, he wore the uniform of a Brigadier General of the United States Army. The Japanese carefully transported him by plane to his beautiful home in Manila. Two Japanese physicians were flown from Tokio to minister to him. He was offered the position of President of the Japanese puppet government in the Philippines. He refused this, but did accept the position of Chief of the Economic Planning Board which furnished Philippine supplies to the Japanese. He helped to write the Constitution of the puppet government. He was a close adviser of Jose Laurel, the puppet President. And—as a member of the puppet cabinet, Roxas SUPPORTED a declaration of war by that government against the United States of America. Today, this fascist is President of the Philippine nation, which attained its independence on July 4, 1946.

Not only that! Unbiased reports



from foreign correspondents estimate that about 80 per cent of the Officers in the Philippine Army today are ex-quislings who collaborated with the Japanese; seven of the nine members of Roxas' cabinet are feudal landlords; the Supreme Court is loaded with ex-quislings; most of the Manila newspapers are controlled by men who served the Japanese as propagandists; and from 30 to 40 percent of the Congress are former collaborationists, who were in the puppet congress. To cap it off, these political-fascists recently passed a bill extending their own term of office and voting themselves *full back pay* for the years of Japanese occupation.

How this stinking mess arose is far too long a story to tell here. The causes go back to 1565 when Spain conquered the Philippines and introduced its unique clerical-landlord, hacienda type of fascist culture. By far, the largest part of the land is owned by a few families. The Catholic (Roman) Church is one of the largest landowners. American corporate enterprise also has large holdings in the Philippines. The Elizalde family and the Lopez, Lizares, Hemady and Soriano families are the top owners in the Philippines. Before the war, Manuel Roxas was Chief Attorney for the Soriano interests. Andres Soriano is an admitted Falangist, who served as Franco's honorary Consul in the Philippines. He is now a Colonel in the U. S. Army, and along with Mike Elizalde a member of Five Star General MacArthur's staff.

The tentacles of world fascism spread over 5/6ths of the globe. They reach even into the innermost offices of the United States Government. That fact is what made the rebirth of fascism possible in the Philippines.

'They planned it that way.' Here's how it was done. Under the original National Defense Program, the Office of Emergency Management was set up. This was a framework within the President's Executive Office, within which several civilian war agencies were established to further the defense and war program. Among these was the Office of Lend-Lease Administration, established October 28, 1941. On September 25, 1943, Lend-Lease was incorporated into the newly set up Office of Foreign Economic Administration (FEA) with Leo T. Crowley as administrator. The FEA is the body which gave force to the decision that the status quo should be restored in the Philippines after the war. The actual sponsors of the decision stand back in the shadows where the white light of publicity seldom beats.

They dictated that after the war, *all civilian goods shipped from the U. S. A. to the Philippines would have to be shipped to the same firms that received the same goods before the war, and in the same proportions.* This was calculated to restore the status quo ante in the Philippines. It has worked beautifully. Minutes of the F.E.A. meeting at which this policy was adopted circulated in Manila before the Japanese surrender in August, 1945.

Thus 400 years of fascist culture has been revalidated in the Philippine Islands. The Spanish feudal landlords are very happy about it. The smug clerics chant its praises. The politicians are all set to play ball. American Corporate Enterprise is licking its chops at the prospect of fatter profits from Philippine resources. Yes, everybody is happy about the status quo, everybody except the people. They don't want it!



# *In the Question Box*

Prepare for My Coming

By Speakers Division, 8741-1

Would Technocracy's position be advanced to any degree by having more really good men and women in America?—R.E.B.

In the letter which accompanied this question, R.E.B. writes that he had just listened to a sermon, the theme of which was that America's greatest need was more good men and women. After church was over, R.E.B. said to a friend that 'without a change of our social system good men and women could not accomplish anything of importance.' The friend countered by saying: 'Well, how are you going to bring about social change unless there are good men and women to do it?' Out of this deadlock came the above question.

First off, we must point out that Technocracy is not interested in advancing its own position. It is interested in advancing the position of America. Technocracy has nothing to gain. It will rise or fall as America rises or falls. Therefore, the question really revolves around this point. What good are 'good' men and women to America?

The word 'good' is such a general term that in the absence of a precise definition it is impossible to tell just what type of 'good' is meant. What is 'good' for the fox is not 'good' for the rabbit, and vice versa, and so on. The fact is that the whole idea of 'good' is not a real concept describing a thing or event in the external world. One cannot go to the store and buy a pound of 'good.' It doesn't exist as an entity. In the traditional, moral sense, 'good' is an arbitrary, abstract, philosophical concept, revolving around

human attitudes and behavior patterns. It takes many forms, varying with time, geography, traditions and folkways.

The Western World has been trying to manufacture 'good' men and women for 2,000 years. Our production curve has never risen much above zero. Nevertheless, we're still hard at it in spite of the long-known fact that the nature of our social system, the Price System, makes the job impossible. Honesty, humility, fair dealing, and nearly all the virtues of the traditional concept of 'good' are in conflict with the Operating Rules of the Price System. On one hand we dream up an abstract concept of 'good.' On the other, we set up a real social system that places nearly all of its rewards upon the exercise of a set of behavior patterns in opposition to that concept. Then we bewail the wickedness of human nature and wonder why there are not more 'good' men and women to set the world right. It is high time that we cease this infantile habit of piling futility upon futility. This is the Power Age! It is high time to adopt the scientific approach.

If, in relation to the social problems of the Power Age (and that's what this is about), we define 'good' as that set of behavior patterns and type of social control which is most beneficial to the General Welfare and the individual, we may discuss the question intelligibly. Starting from that definition, then, we would have to analyze our whole social system and all the known factors of America's social problem in order to deter-



mine what is 'good.' We would weigh those physical factors which contribute to the General Welfare against those which are opposed to it. This is a process of measurement. Consequently, we are not setting up an arbitrary, abstract, philosophical concept, but uncovering a set of principles inherent in the data. This is the scientific approach to social problems. In other words, we would let the facts dictate what is 'good' for the General Welfare. Our scientific approach and concept of 'good' becomes then a real concept, directly related to things and events in the external world and operating in harmony with physical laws. This is in contradistinction to the philosophical approach to social problems and the traditional concept of 'good' which, arising as they do out of subjective introspection, is more often than not in direct conflict with opposing forces in the external environment.

These external forces are what determine man's attitudes and behavior patterns. With but few exceptions, people do what they are conditioned to do by their environment. Men do not make events. Events make men. R.E.B.'s friend is totally in error in assuming that social change cannot be brought about unless there are 'good' men and women to do it. People do not create social change. They adapt themselves to it, or else perish. Social change is caused by environmental factors. In North America these are the impact of Science and Technology. They are here, they are operating, and they are irreversible. When conditions are right, social change will ensue as inevitably as the Seasons of the year turn from Spring through Summer to Fall and Winter. We do not create the procession of the Seasons; we do not try to turn them backward; we do not rail against the inflexible course of these physical events. All we

do is adapt ourselves, or else perish. In the Summer, we change our diet and wear lighter clothing. When it rains, we wear a raincoat. In the Winter, we eat more and wear heavier clothing. It is not a question of 'good' at all. It is a question of adaptation. We prepare ourselves for the weather changes that we know are certain to come. We survive by exercising sane reactions.

Here is a common set of attitudes and behavior patterns that are not based upon subjective introspection. They arise out of the relationships revealed by the data of experience. They are not consciously 'good' in the traditional sense, yet they are definitely beneficial to the individual and the General Welfare. The same idea applies in relation to social change. It will come, willy-nilly. We cannot stop it. We cannot turn back the clock. If we oppose it, we will be swept aside.

The best thing to do, then, is to adapt ourselves and our system to the coming change and to direct it into channels beneficial to the General Welfare. Thus we may survive by exercising sane reactions.

One more point remains. R.E.B. is also off the beam in saying that 'without a change of our social system "good" men and women could not accomplish anything of importance.' It is a misconception to imagine that social change will come first and that 'good' men will then be able to get busy afterward. If the so-called 'good' men and women of America don't get busy and accomplish something now, in preparation for social change, they won't even be able to accomplish their own survival afterward. Social change can be accompanied by social violence, unless we are prepared to avert it. Fire, famine, disease, battle, murder and sudden death do not spare the



'good,' They go down first while the tough, alert, unscrupulous and lucky survive. It is not written anywhere that Santa Claus is going to pass out the Technate on a silver platter, while all the 'good' men and women of America sit comfortably on their collective social brains waiting for an auspicious time to 'accomplish something of importance.' THE TIME IS NOW!

What has to be done is strictly educational in character. We don't have to venture forth into the unknown. All we have to do is study and propagate that which is already known. The Design of the Technate is the synthesis of the American social problem. It was not dreamed up out of subjective introspection. It arises out of the technological nature of American culture. The schematic form of the Technate is already decided. It was inherent in the data. It will work only in one way and that way has been determined by physical laws. Thus, the Technate projects, in advance, its own polity of organization, administration and control. All this has been uncovered from a study of the elements of the problem. It has been accomplished. The spade work is done.

What remains to be accomplished is of the highest importance. It is to

PREPARE — PREPARE — PREPARE! That is what Technocracy is doing. Technocracy is neither causing nor advocating social change. It is preparing for the inevitable, so that North America may progress forward to that higher form of culture that is the only alternative to the hell of social fascism.

Which do you want, American fascism or American technology; hell on earth or a social system that will make it possible for you to love your neighbor and/or be your brother's keeper? There will be no other choice. Which is 'good' for the General Welfare? There is only one correct answer. When you find it, you will cease being only an amorphous 'good' man or woman, wandering and wondering in a wilderness of abstract concepts. You will become a good American, with a definite objective and a high concept of citizenship. We may conclude, then, that what America needs most is not more just 'good' men and women but more alert, intelligent, capable citizens with the right kind of good will, who understand the problem. That is the only way the position of America can be advanced. If you want to call that 'good,' we won't fight about it. The correct term, however, is scientific.

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## Try and Get It Now

'The scarcity of soap in Europe has led a statistician to get out some curious figures. In Great Britain the consumption of soap went up from 90,000 tons in 1815 to 500,000 tons in 1935 and the death rate per 1,000 fell from 32 to 12. In five leading European countries the consumption of soap per head is in exact proportion to the fall of the death rate. Many will be surprised to learn that of

these five countries France uses least soap and has the highest death rate.' (*American Freeman*, November, 1946 issue.)

\* \* \*

'U. S. Consumption of soap amounts to almost 10 million pounds a day or 26 pounds a year per person.' (*Regional Commerce Bulletin*, March 17, 1946.)



## No Comment

Speaking before the Kenora Rotary Club in Kenora, Ont., August 6, 1946, Attorney General George F. Barrett of Illinois urged that Canada sever her ties with the British Empire and ally herself politically with the United States.

'If there was ever any justification for the Bond between Canada and the British Empire, I submit that it has long ceased to exist,' he said.

'As one great nation we would be an invulnerable fortress in a chaotic and troubled world—a bastion which would be impregnable to attack.' (*Chicago Sun*, August 8, 1945.)

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'The shortest route to the brain is through the optic nerve.' — Thomas Edison.

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## No Connection

I have been bawled out, balled up, held up, held down, hung up, bulldozed, blackjacked, walked on, cheated, squeezed, and mooched. Stuck for war tax, 20 percent profit tax, state tax, dog tax, and syntax; War Bonds, and the bonds of matrimony; Red Cross, green cross, and double cross; asked to help the churches, the American Legion, Emergency Relief, War Relief, stomach relief, and all the reliefs. I have worked like hell and have been worked like hell; have been drunk, and got others drunk; lost all I had, the banks took me for a ride, the depression cleaned me again, and now, because I won't spend and lend all the little I earn and go beg, borrow, or steal, I have been cussed, discussed, boycotted, talked to, and talked about, lied to and lied about, held up, hung up, robbed and damned near ruined; and the only reason I am sticking around now is to see what is next on the list.—(Anonymous.)

## Some Technocracy Section Addresses in Great Lakes Area

- 8040- 2—Box 356, Ambridge, Pa.  
8040- 3—158 Brighton Ave., Rochester, Pa.  
8041- 1—1613 East 51st St., Ashtabula, Ohio.  
8141- 3—39 E. Market St., Akron, O.  
8141- 4—2237 Front St., Cuyahoga Falls, Ohio.  
8141- 7—P. O. Box 270, Barberton, O.  
8141-14—P. O. Box 553, Kent, Ohio.  
8141-15—10537 St. Claire Ave., Cleveland 8, Ohio.  
8240- 1—207 N. Washington St., Gallion, Ohio.  
R.D. 8242—c/o John Reynolds, St. Clair, R. No. 2, Mich.  
8341- 1—1430 Adams St., Toledo 2, Ohio.  
8342- 1—9108 Woodward Ave., Detroit 2, Mich.  
8342- 2—112 N. Tasmania, Pontiac, Mich.  
8343- 1—6717 N. Saginaw St., Flint 5, Mich.  
8439- 1—P. O. Box 81, Station A, Dayton, Ohio.  
8741- 1—3178 N. Clark St., Chicago 14, Ill.  
88743- 1—3546 N. Green Bay Ave., Milwaukee 12, Wis.  
8844- 1—620 S. Broadway, Green Bay, Wis.  
8844- 2—1011 W. College Ave., Appleton, Wis.  
8844- 3—220½ High St., Neenah, Wis.  
9038- 1—4518 Delmar Blvd., St. Louis, Mo.  
R. D. 9041—2428 13th Ave., Rock Island, Ill.  
R. D. 9140—18 N. 5th St., Keokuk, Iowa.  
R. D. 9344—527 Wabasha St., St. Paul 2, Minn.  
9439- 1—P. O. Box 209, Kansas City 17, Kan.  
9648- 1—P.O. Box 178, Warren, Minn.  
R. D. 9737—4442 Bayley, Wichita 9, Kan.



# TECHNOCRACY

## NORTH AMERICA'S ONLY SOCIAL DYNAMIC

### WHAT?

★ Technocracy is the only North American social movement with a North American program which has become widespread on this continent. It has no affiliation with any other organization, group or association either in North America or elsewhere.

★ The basic unit of Technocracy is the chartered Section consisting of a minimum of 25 members and running up to several hundred.

★ It is not a commercial organization or a political party; it has no financial subsidy or endowment and has no debts. Technocracy is supported entirely by the dues and donations of its own members. The widespread membership activities of Technocracy are performed voluntarily; no royalties, commissions or bonuses are paid, and only a small full-time staff receives subsistence allowances. The annual dues are \$6.00 which are paid by the member to his local Section.

★ Members wear the chromium and vermillion insignia of Technocracy—the Monad, an ancient generic symbol signifying balance.

### WHERE?

★ There are units and members of Technocracy in almost every State in the U. S. and in all Provinces in Canada, and in addition there are members in Alaska, Hawaii, Panama, Puerto Rico and in numerous other places with the Armed Forces.

★ Members of Technocracy are glad to travel many miles to discuss Technocracy's Victory Program with any interested people and Continental Headquarters will be pleased to inform anyone of the location of the nearest Technocracy unit.

### WHEN?

★ Technocracy originated in the winter of 1918-1919 when Howard Scott formed a group of scientists, engineers and economists that became known in 1920 as the Technical Alliance—a research organization. In 1933 it was incorporated under the laws of the State of New York as a non-profit, non-political, non-sectarian membership organization. In 1934, Howard Scott, Director-in-Chief, made his first Continental lecture tour which laid the foundations of the present nation-wide membership organization. Since 1934 Technocracy has grown steadily without any spectacular spurts, revivals, collapses or rebirths. This is in spite of the fact that the press has generally 'held the lid' on Technocracy, until early in 1942 when it made the tremendous 'discovery' that Technocracy had been reborn suddenly full-fledged with all its members, headquarters, etc., in full swing!

### WHO?

★ Technocracy was built in North America by North Americans. It is composed of North American citizens of all walks of life, Technocracy's membership is a composite of all the occupations, economic levels, races and religions which make up this continent. Membership is open only to North American citizens. Aliens, Asiatics and politicians are not eligible. (By politicians is meant those holding elective political office or active office in any political party.)

★ Doctor, lawyer, storekeeper, farmer, mechanic, teacher, preacher or housewife—as long as you are a patriotic North American—you are welcome in Technocracy.

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## *Peace of the Price System*

UNITED STATES—1945

Murders, criminal homicide.....	6,847
Assaults with intent to kill.....	59,807
Rapes, forcible and statutory.....	11,537
Larcenies, i.e., thefts.....	865,521
Burglaries, breaking and entering.....	321,672
Automobiles stolen.....	241,491
Robberies by violence and threats.....	54,279
Killed at work, factory, farm, mine, etc.....	16,000
Injured at work, factory, farm, mine, etc.....	2,000,000
Killed by automobiles.....	28,600
Injured by automobiles.....	1,000,000
Killed while at home.....	33,500
Injured while at home.....	5,050,000
Killed by non-motor vehicle accidents.....	15,000
Injured by non-motor vehicle accidents.....	1,850,000
Killed by heart disease (1944).....	418,062
Killed by cancer (1944).....	171,171
Killed by brain hemorrhage (1944).....	124,250
Killed by self destruction (suicides, 1944).....	13,231
Attempted suicides (estimate).....	100,000
Consigned to insane asylums (divorces).....	175,000
Broken homes and families.....	502,000
Property loss by fires.....	\$ 484,000,000
Number of forest fires.....	124,728
Acres of timber burned.....	17,680,703
Paper tonnage wasted on advertising.....	1,500,000
Top soil washed into oceans (tons).....	1,000,000,000
Net corporate profit.....	\$9,000,000,000

While you read this (10 minutes) 30 major crimes took place; 2 people were killed in accidents and 190 injured; 8 people died of heart disease; 3 of cancer; and 2 of brain hemorrhage; 2 attempted suicide; 3 were put away in insane asylums; 9 divorces were granted; over \$8,000 of property went up in smoke; 2 forest fires were started and 328 acres of forest land burned over; 19,000 TONS of top soil, equivalent to 19 acres of cropland, was washed into the oceans; 30 tons of paper was wasted for advertising; and corporate enterprise piled up a neat profit exceeding \$160,000.

**THIS IS ONLY 10 MINUTES OF THE PEACE OF THE PRICE SYSTEM**

Sources: Federal Bureau of Investigation; National Safety Council; U. S. Statistical Abstract; Forest Service; U. S. Soil Conservation Service; Census Bureau; Federal Security Agency; Consumers Union.